



# 2016 Dayton Survey Presented to City Commission September 7, 2016



# OpinionWorks Credentials

- **Independent, national researcher**
- **Random samples, focus groups**
  - *The Baltimore Sun* polling
  - National Oceanic & Atmospheric Administration
    - Public attitudes about water protection and marine debris
  - Johns Hopkins Health & Partners
    - Complex study on health behavior risk factors
  - City of Columbus, OH Department of Health
    - Assessment of service needs for people living with HIV/AIDS
  - Hamilton County, OH Recycling & Solid Waste District
    - Community assessment of recycling behaviors and motivators
  - Multnomah County (Portland), OR Division of Elections
    - Evaluation of barriers to voting participation
  - Utah Courts System
    - Barriers to access to Utah's judicial system



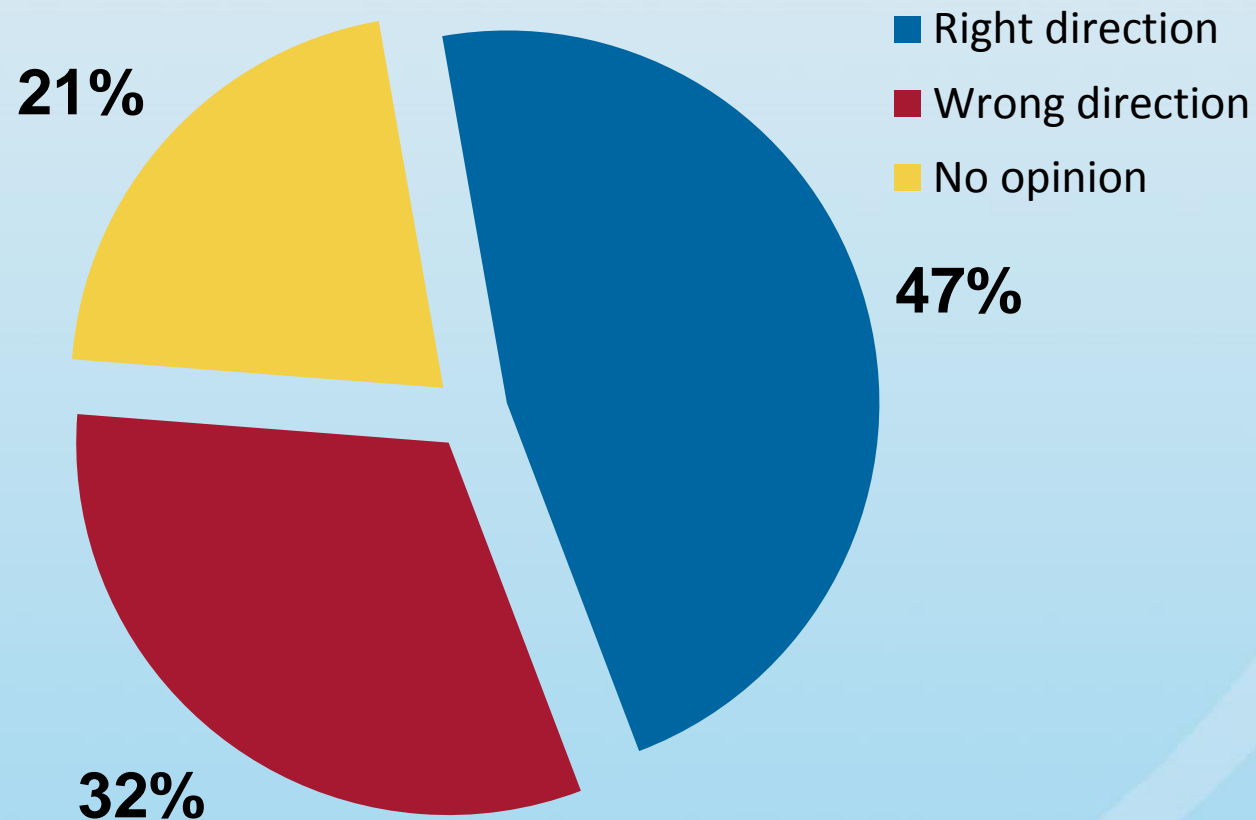
# Survey Method

- 1,291 responses ( $\pm 2.7\%$ )
- May 21 – July 2, 2016
- Randomly-selected City households
- Survey packet mailed in two batches
- Option to mail back or respond online
- Reminder post card sent
- Reminder call
- Spanish language response
- Ability to segment by geography, demographics
- Public link also available for residents who were not selected for the scientific sample





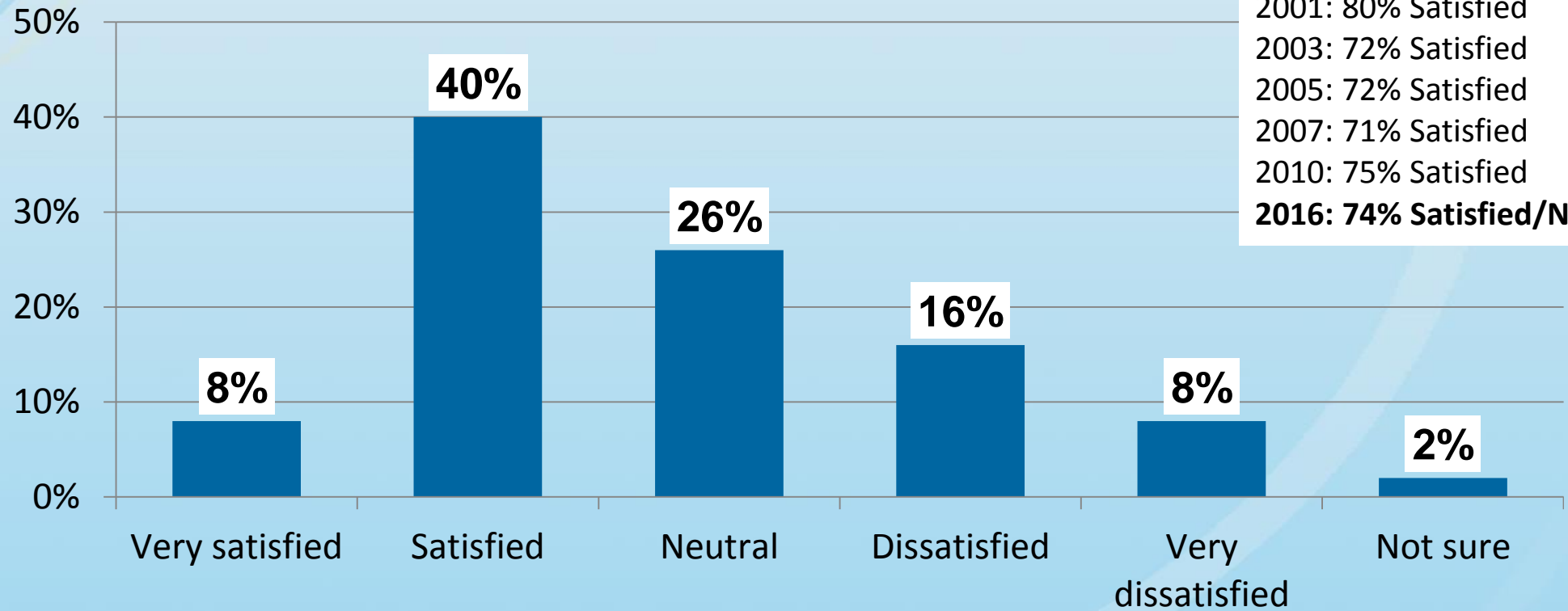
## Direction of Dayton



"In general, would you say things in Dayton are heading in the right direction or in the wrong direction?"



## Dayton Satisfaction



### Historical Data

#### Dayton Satisfaction

1997: 78% Satisfied

1999: 77% Satisfied

2001: 80% Satisfied

2003: 72% Satisfied

2005: 72% Satisfied

2007: 71% Satisfied

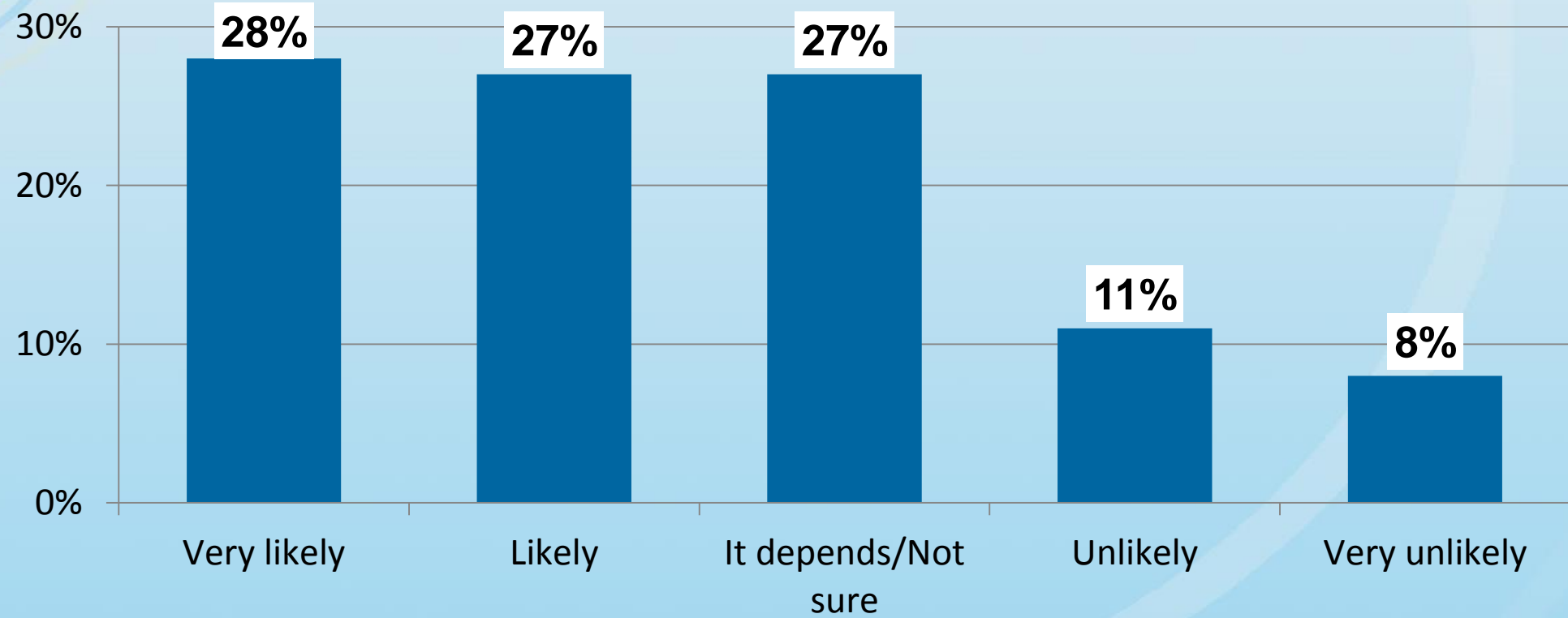
2010: 75% Satisfied

**2016: 74% Satisfied/Neutral**

“How satisfied are you with Dayton as a place to live?”



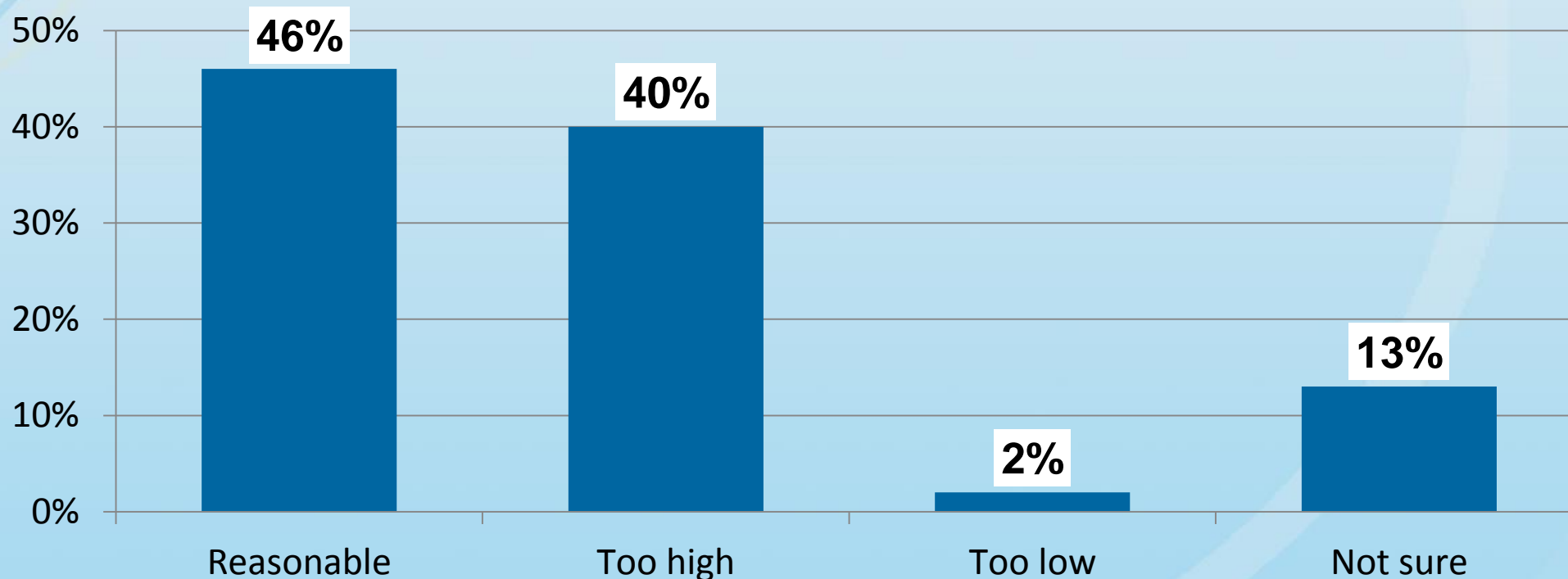
## Likelihood to Remain in Dayton



“How likely are you to remain living in Dayton for the next five years?”



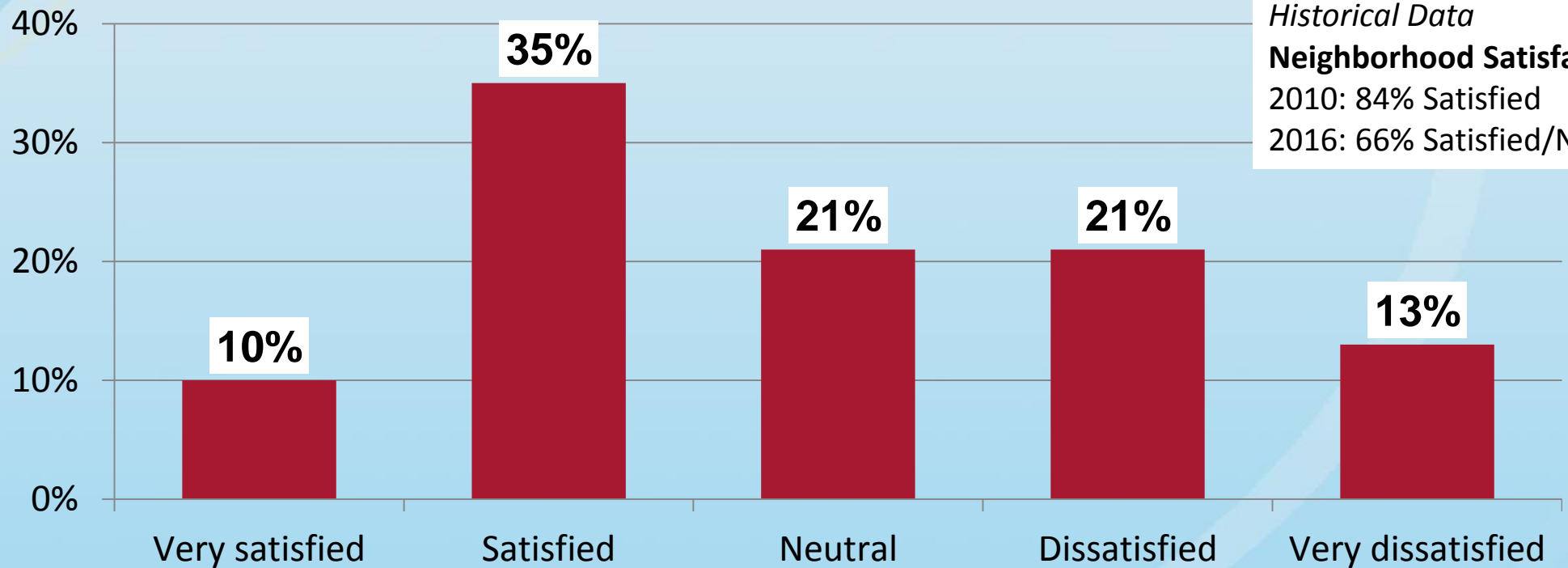
## Services Received in Comparison to Taxes Paid



**“When you compare the services you receive from the City of Dayton to the taxes you pay, does the amount you pay seem reasonable, too high, or too low?”**



## Neighborhood Satisfaction



*Historical Data*

**Neighborhood Satisfaction**

2010: 84% Satisfied

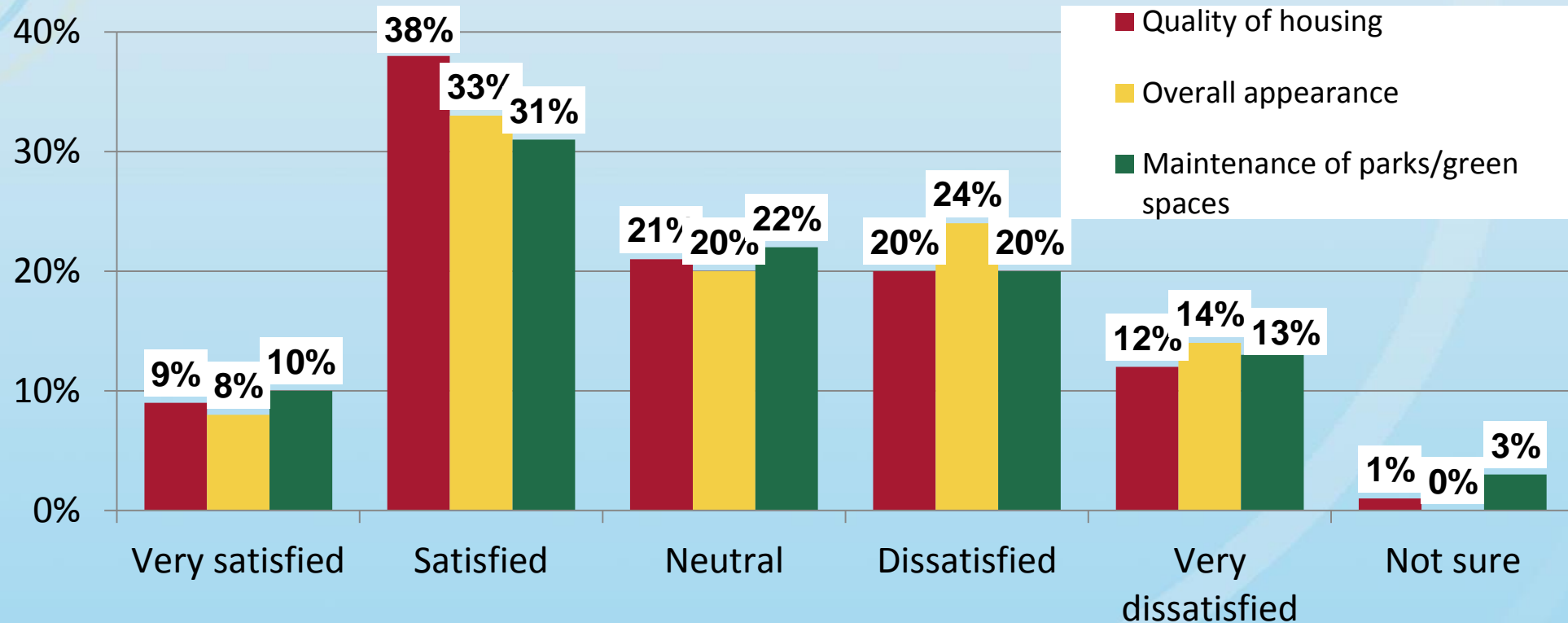
2016: 66% Satisfied/Neutral

**"How satisfied are you with your neighborhood overall?"**





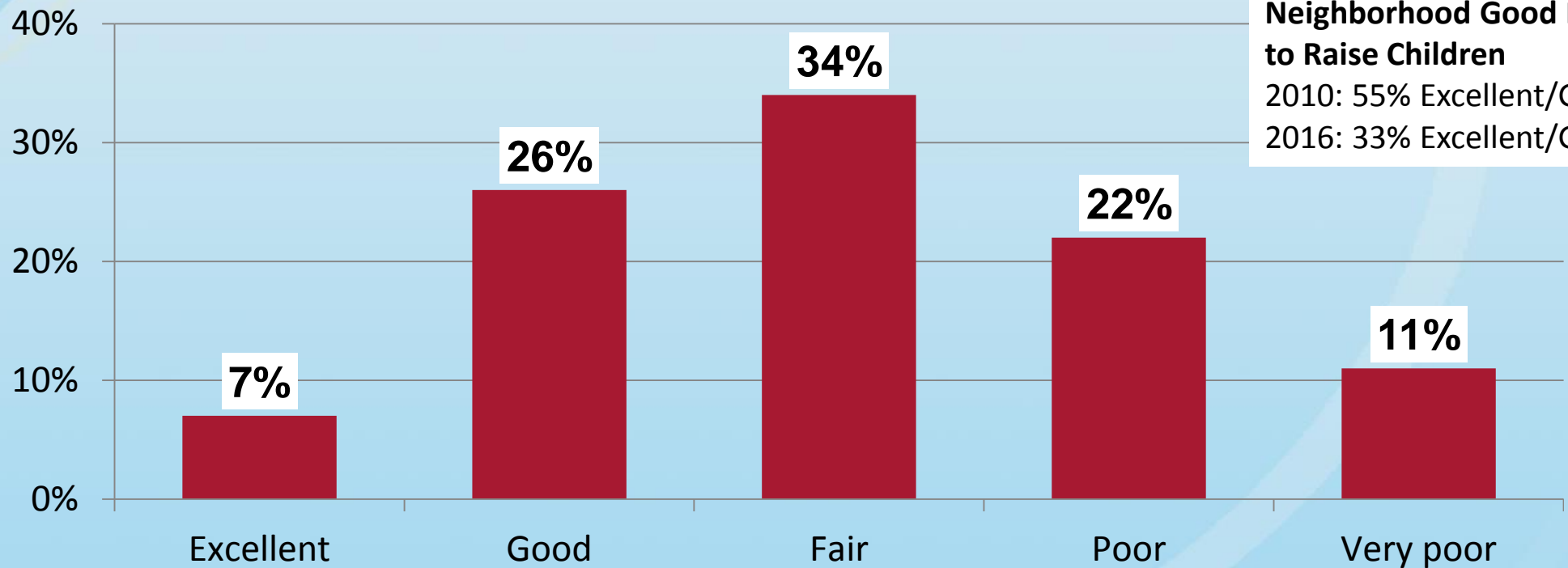
## Satisfaction with Aspects of Neighborhood



"How satisfied are you with each of these aspects of your neighborhood? The quality of housing in your neighborhood, the overall appearance of your neighborhood, and the maintenance of parks and green spaces in your neighborhood."



## Neighborhood as a Place to Raise Children

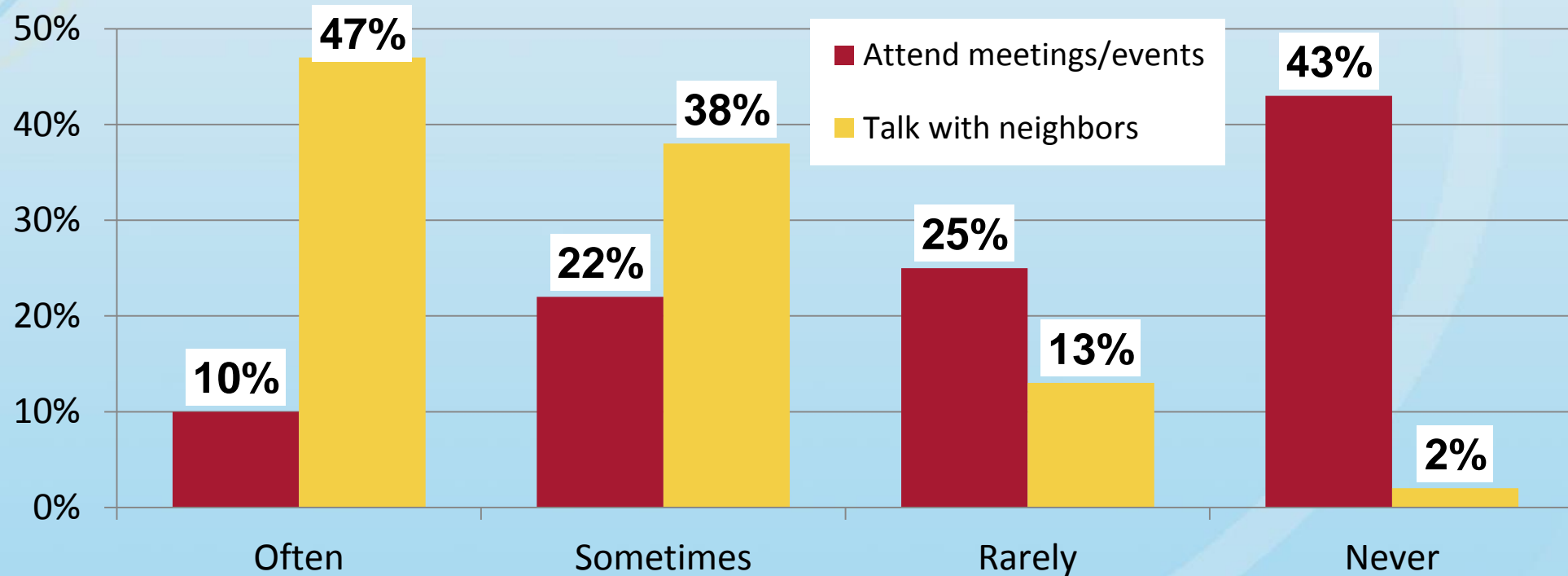


*Historical Data*  
**Neighborhood Good Place to Raise Children**  
2010: 55% Excellent/Good  
2016: 33% Excellent/Good

“How would you rate your neighborhood as a place to raise children?”



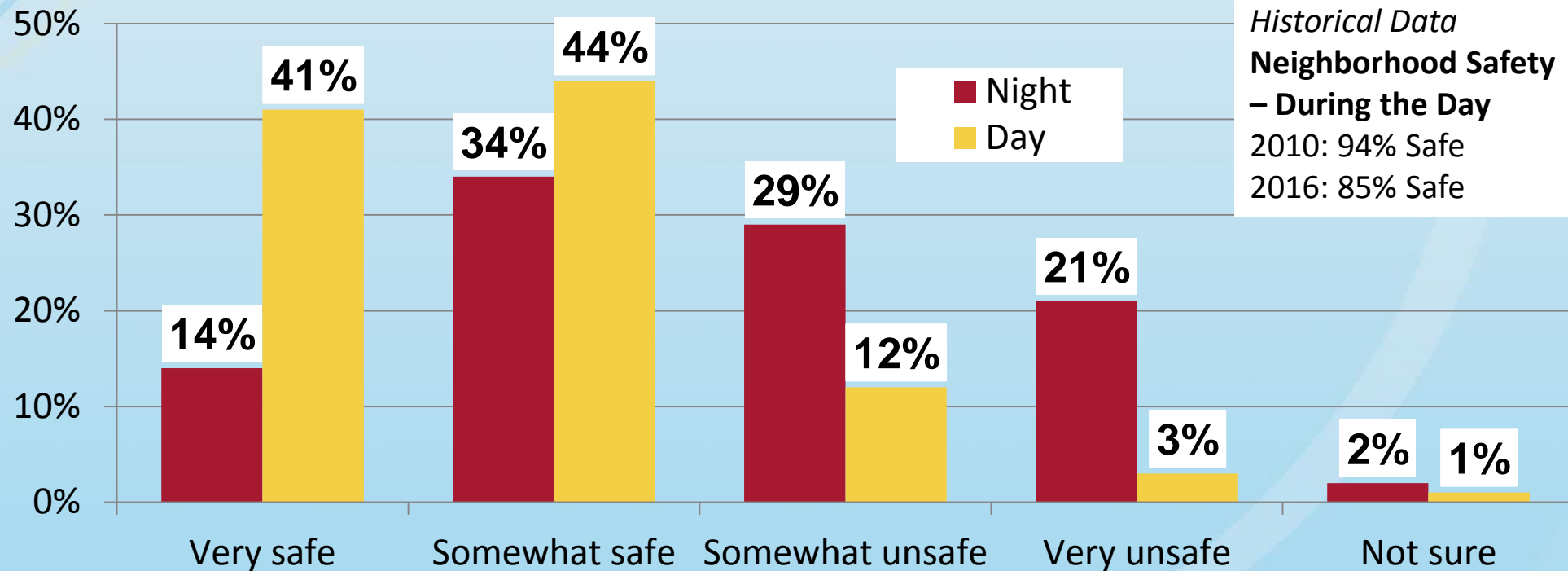
## Neighborhood Involvement



“How often, if at all, do you do these things? Attend meetings or events in your neighborhood, and talk with your neighbors?”



## Neighborhood Safety

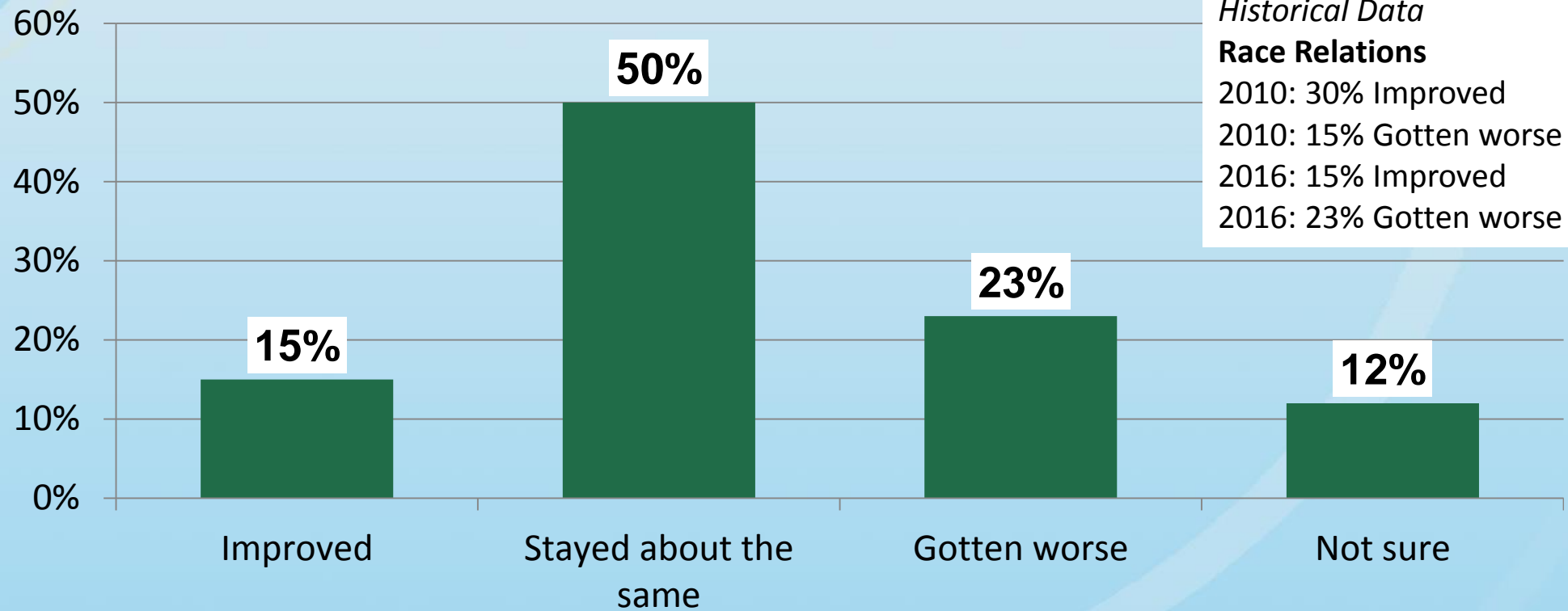


“How safe would you feel being out in your neighborhood during the day/night?”





## Race Relations in Dayton



*Historical Data*

**Race Relations**

2010: 30% Improved

2010: 15% Gotten worse

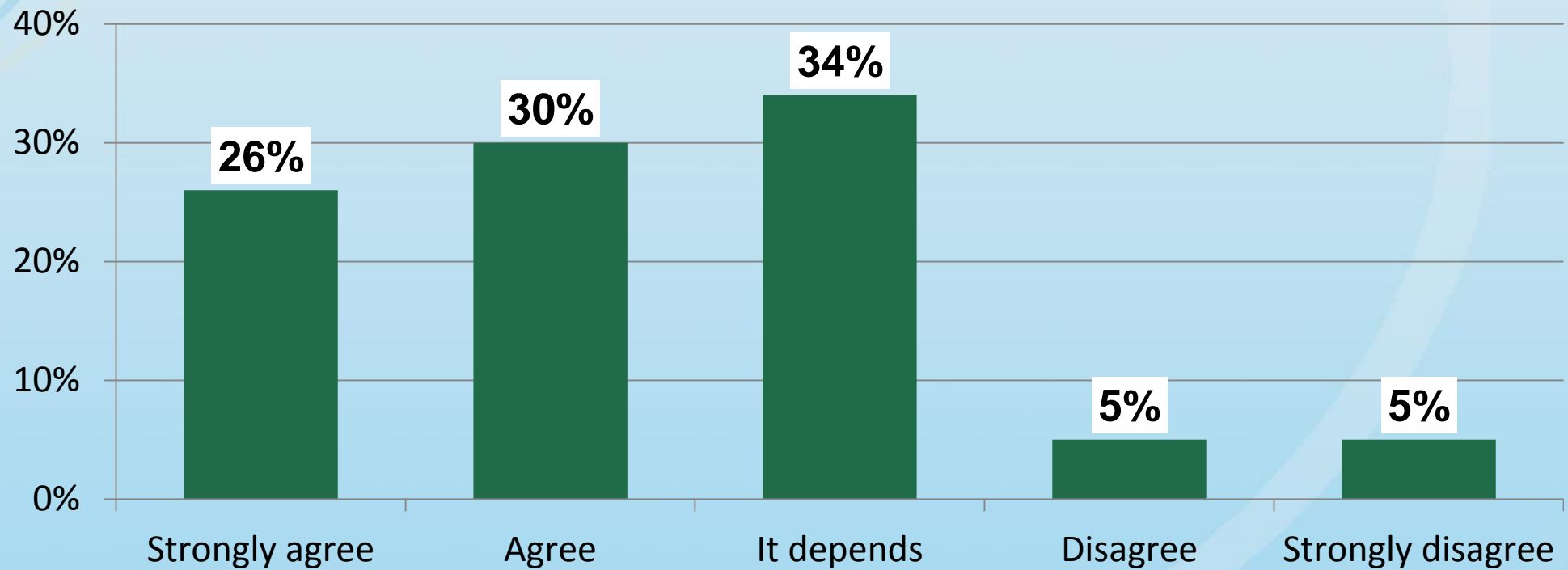
2016: 15% Improved

2016: 23% Gotten worse

**“Do you believe race relations in Dayton have improved, stayed about the same, or gotten worse in the last few years?”**



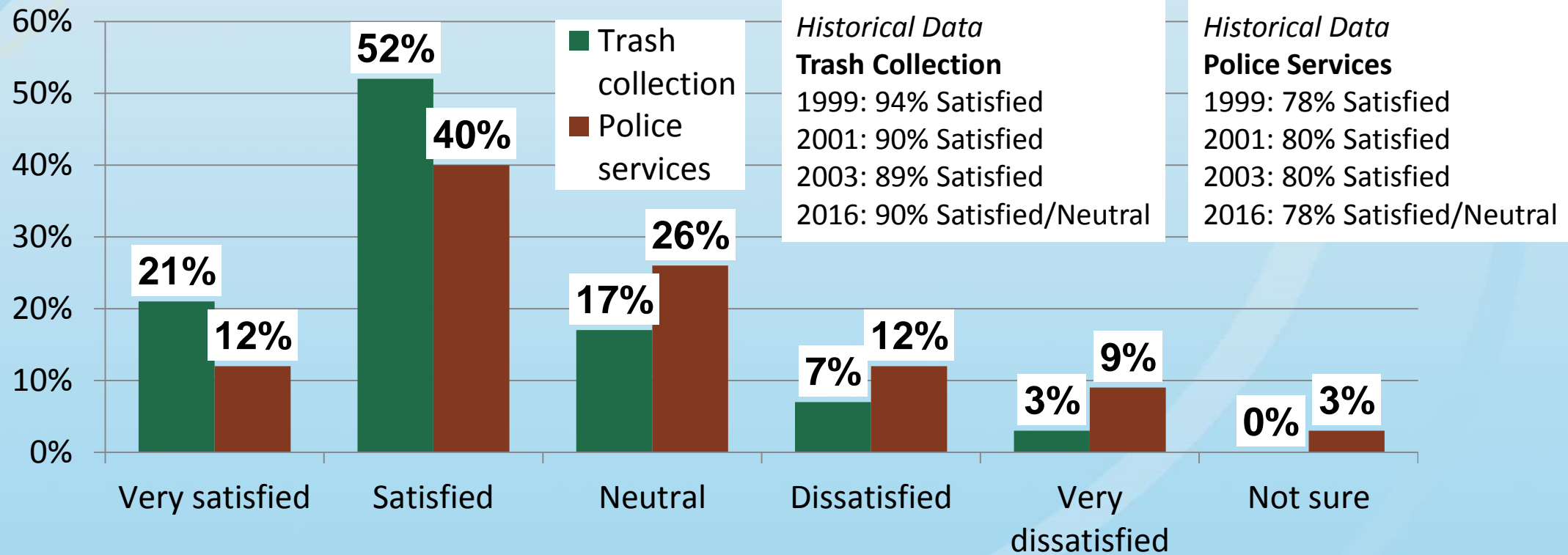
## Support for Immigrant Family Moving in Next Door



**“Do you agree or disagree with this statement? I would be supportive if an immigrant family moved in next door to me.”**



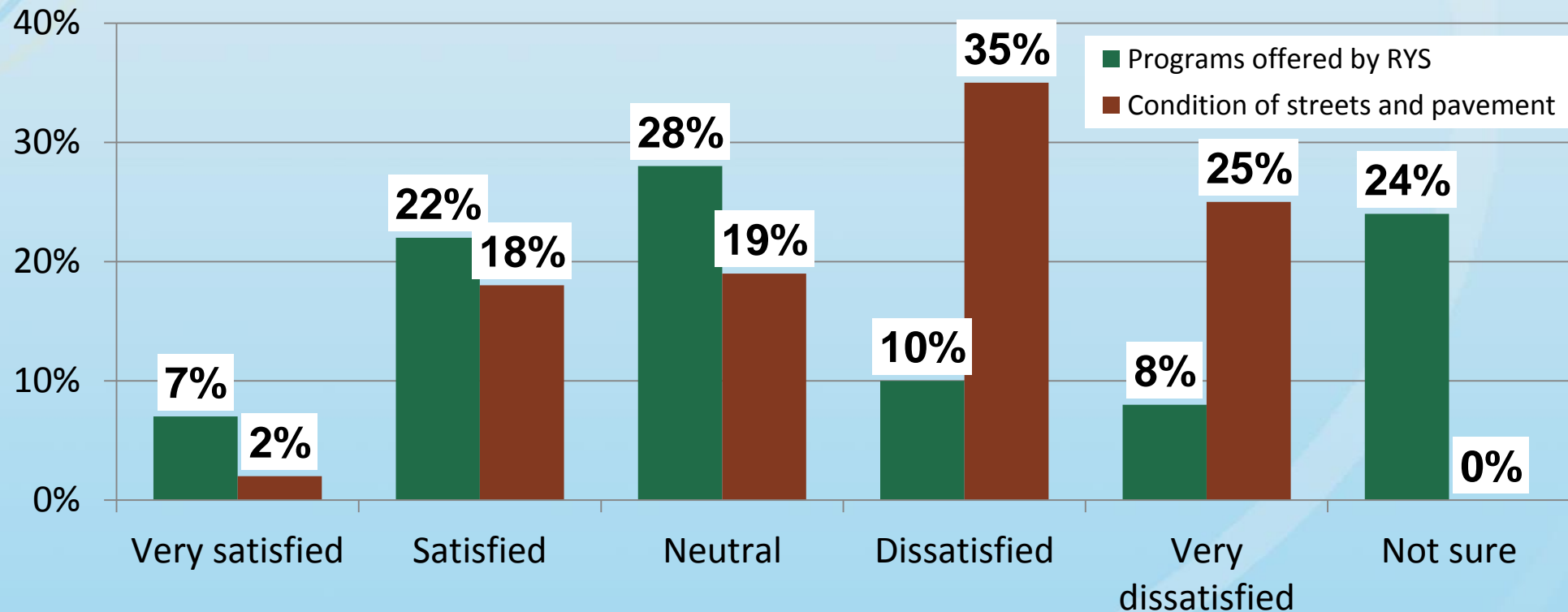
## Satisfaction with City Services



“How satisfied are you with each of these services provided by the City of Dayton?”  
“Trash collection”  
“Police services”



## Satisfaction with City Services

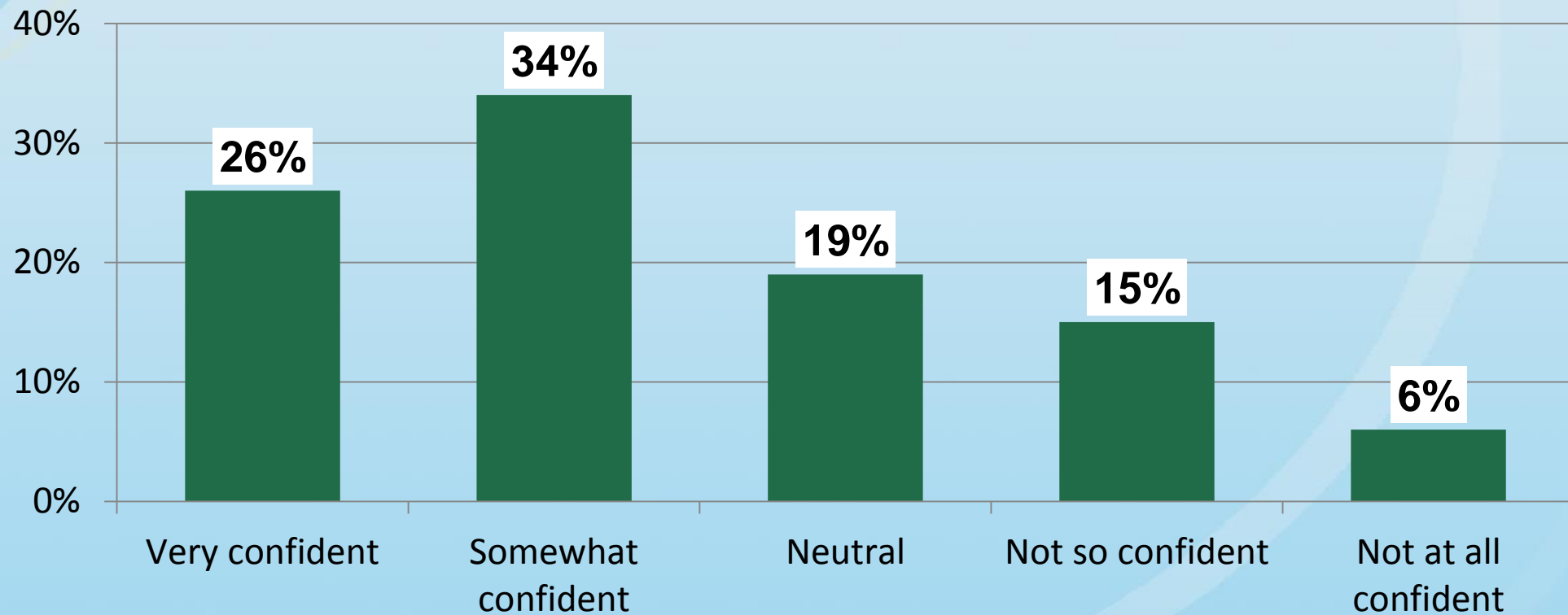


**"How satisfied are you with each of these services provided by the City of Dayton?"**  
**"The range of programs offered by the Department of Recreation & Youth Services"**  
**"Condition of the streets and pavement"**





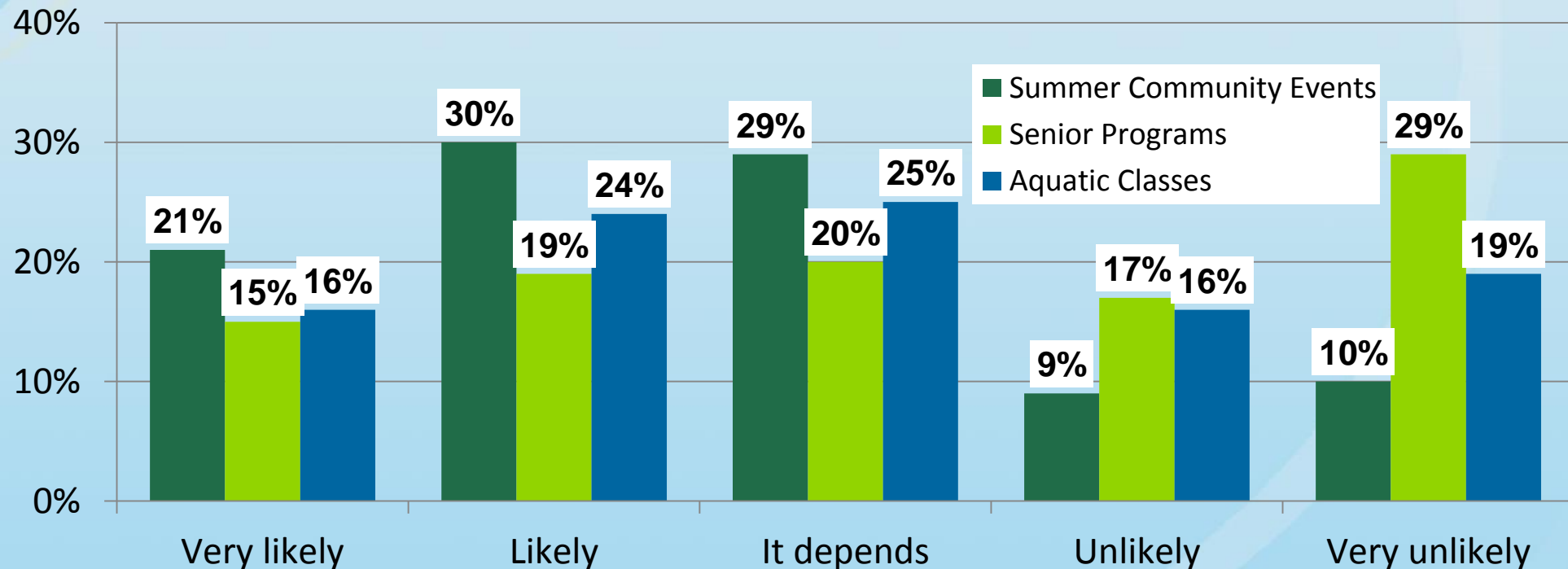
## Confidence in Purity/Cleanliness of Dayton's Water



"How much confidence do you have in the purity and cleanliness of Dayton's tap water?"



## Likelihood of Participation in Activities Offered by RYS



**"How likely would you or other members of your household be to take advantage of these activities offered by the City of Dayton's Department of Recreation and Youth Services?"**

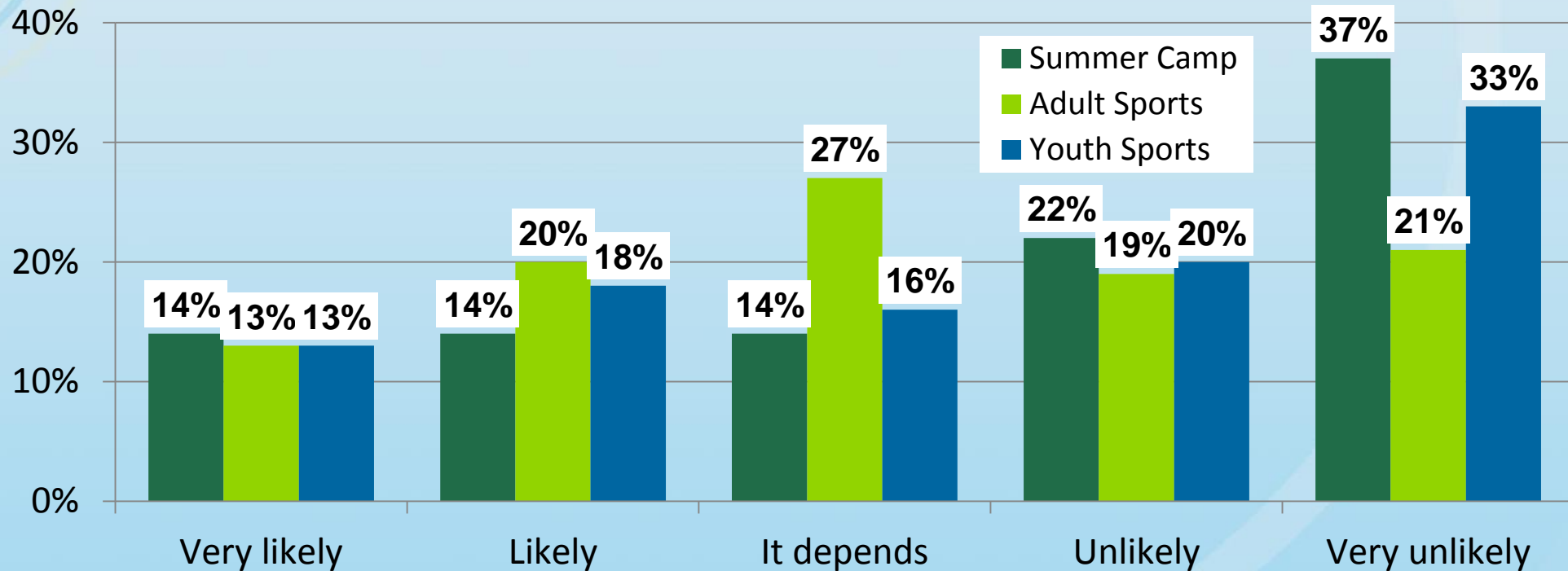
**"Summer community events"**

**"Senior programs"**

**"Aquatic classes"**



## Likelihood of Participation in Activities Offered by RYS



“How likely would you or other members of your household be to take advantage of these activities offered by the City of Dayton’s Department of Recreation and Youth Services?”

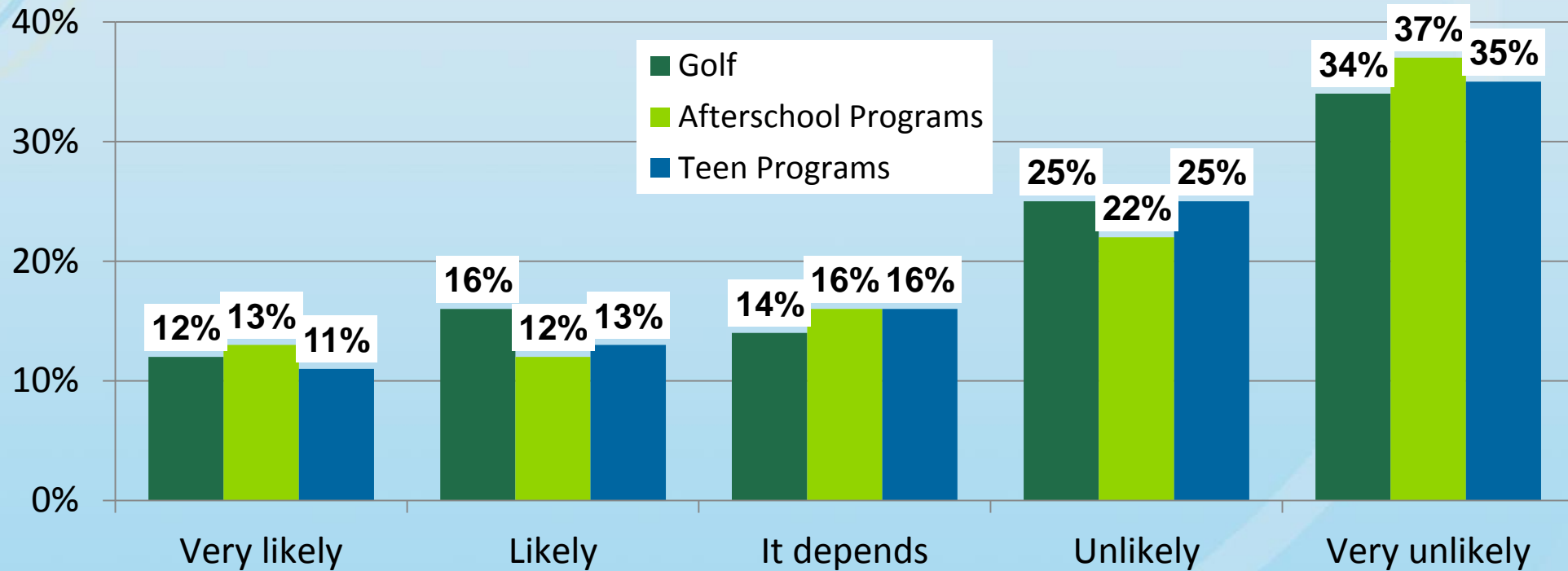
“Summer camp”

“Adult sports”

“Youth sports”



## Likelihood of Participation in Activities Offered by RYS



“How likely would you or other members of your household be to take advantage of these activities offered by the City of Dayton’s Department of Recreation and Youth Services?”

“Golf”

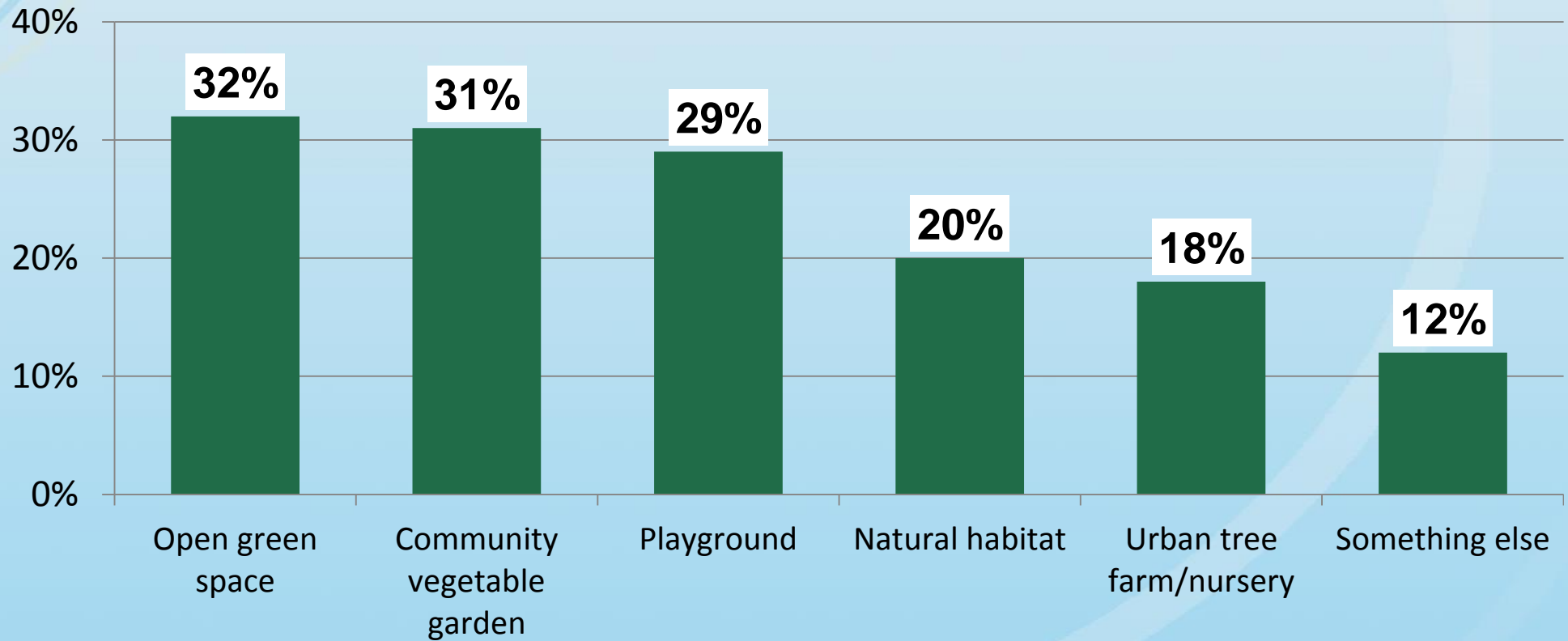
“Afterschool programs”

“Teen programs”



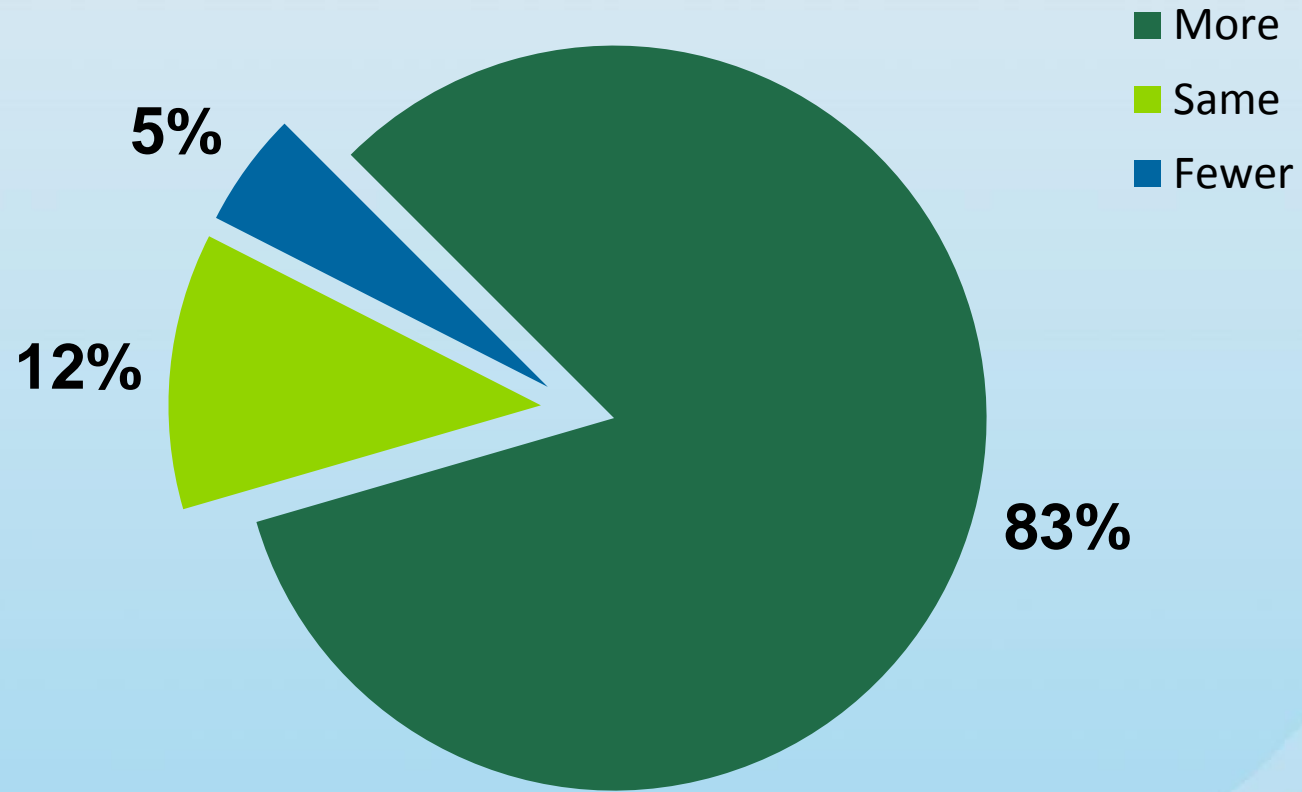


## Vacant Land Use Preference



**“If the City was creating a park on vacant land in your neighborhood, which of these would you prefer the most? Mark your top one or two choices.”**

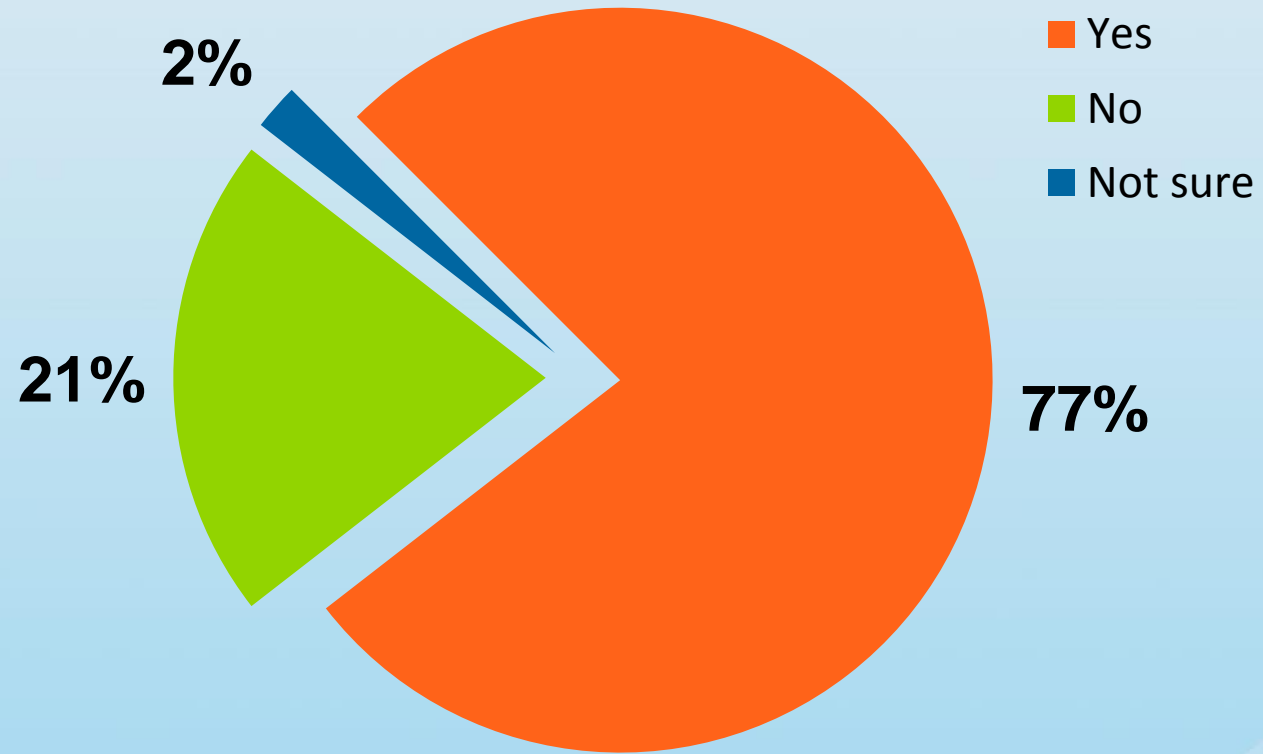
## Demolition of Vacant Structures



**“In your opinion, should the City demolish more vacant structures than it currently does, about the same amount, or should it demolish fewer vacant structures?”**



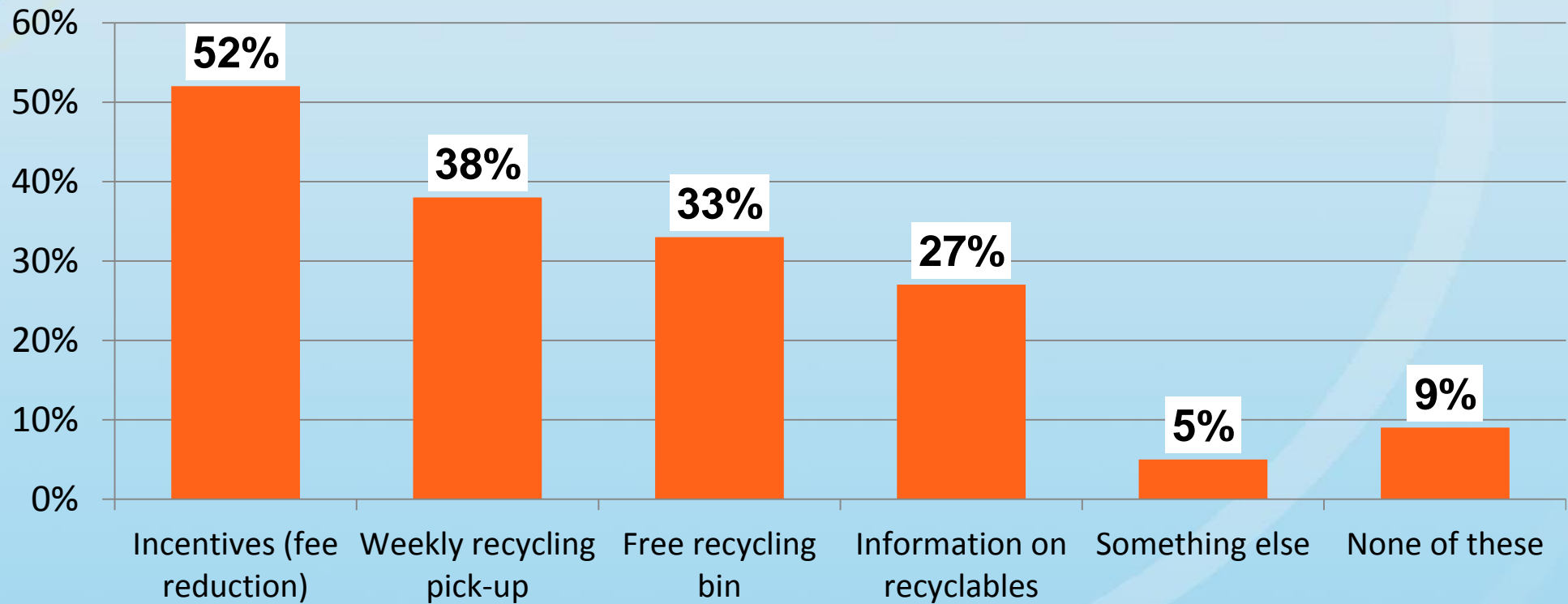
## Recycling at Home



"Do you recycle at home?"



## Incentives to Recycle

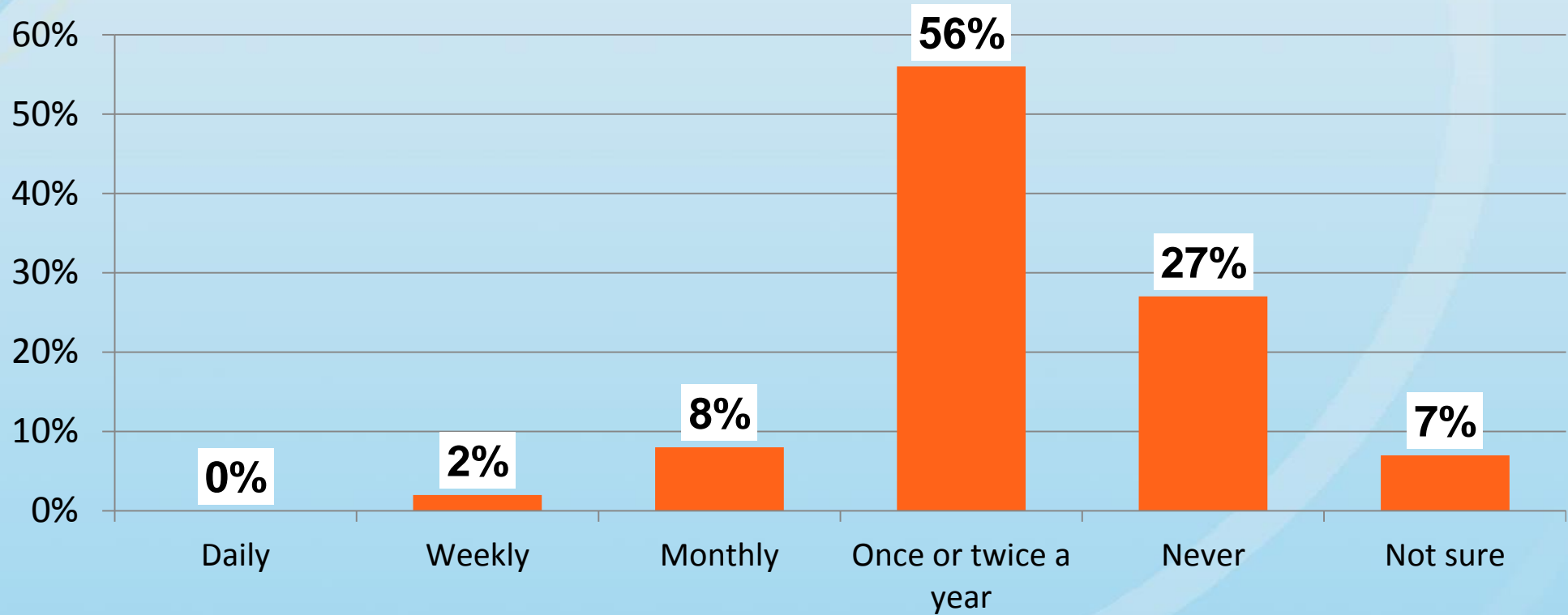


“Which of these, if any, would make you more likely to recycle? Mark any that apply.”





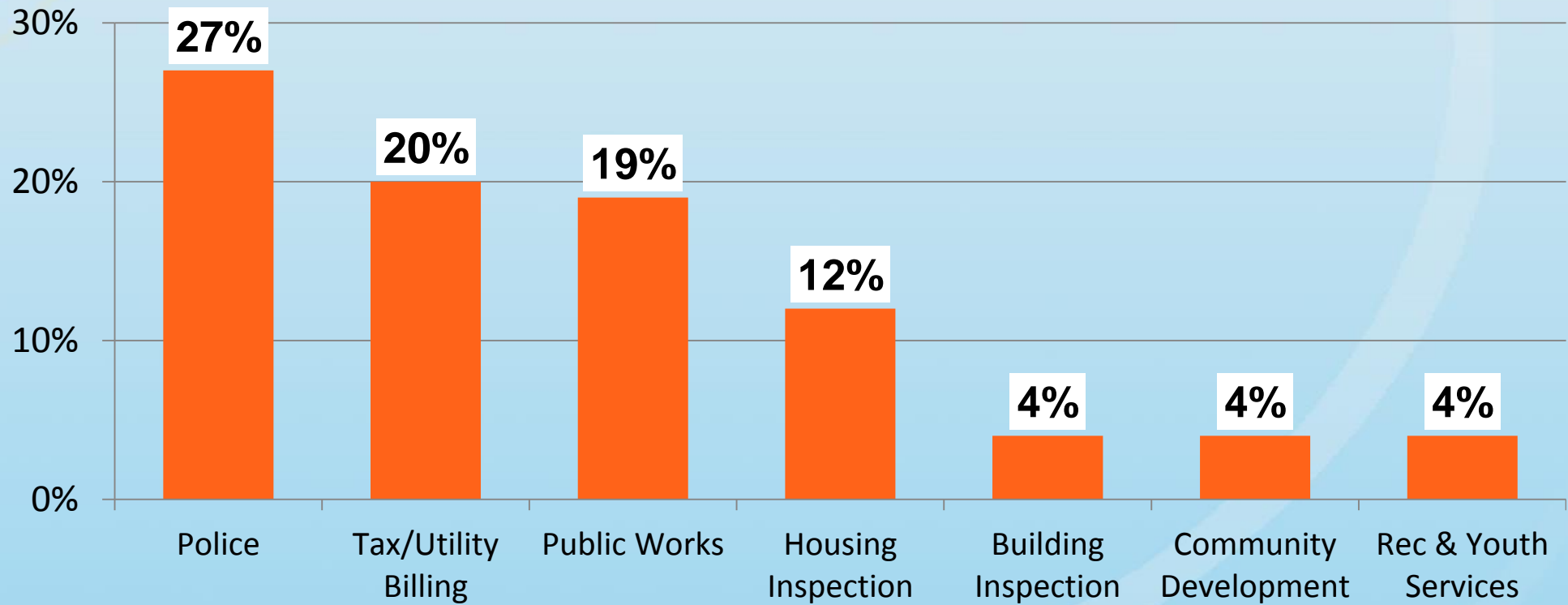
## City Contact



**“How often have you contacted the City of Dayton for any reason over the last 12 months?”**



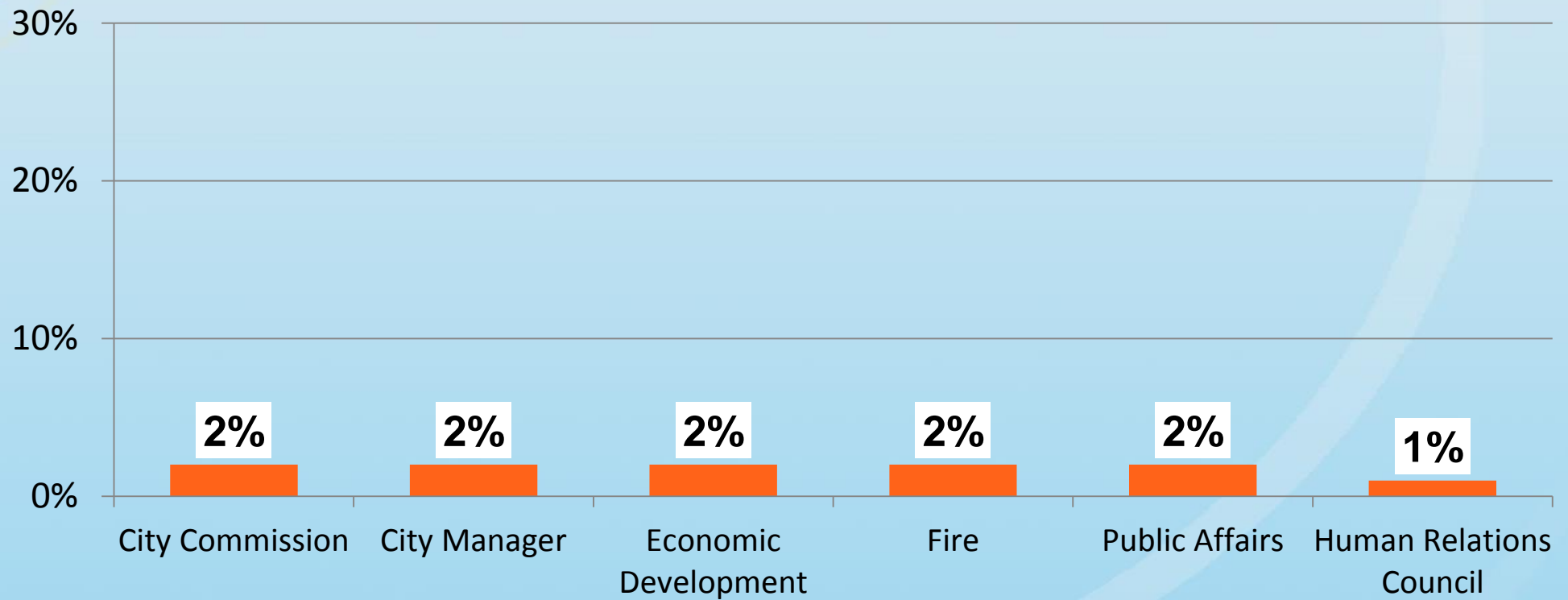
## Department Contacted Most Often



**"If you have contacted the City at least once in the past year, what department did you contact most often?"**



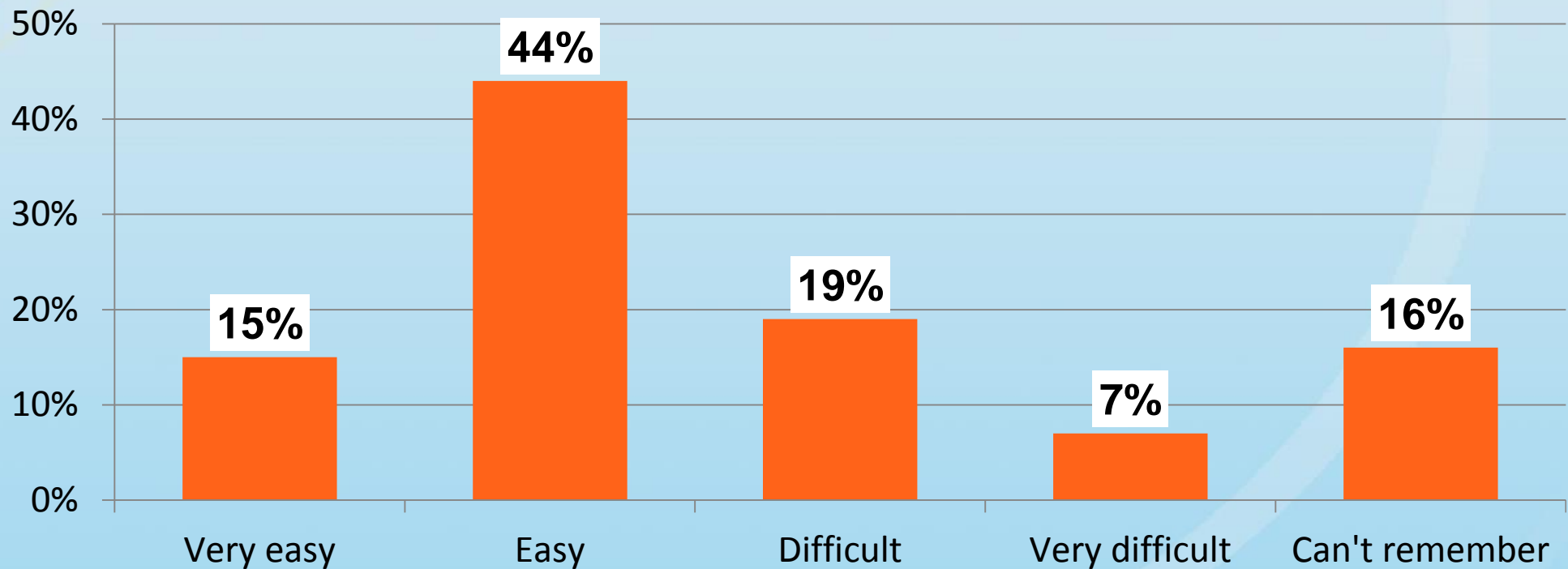
## Department Contacted Most Often



**"If you have contacted the City at least once in the past year, what department did you contact most often?"**



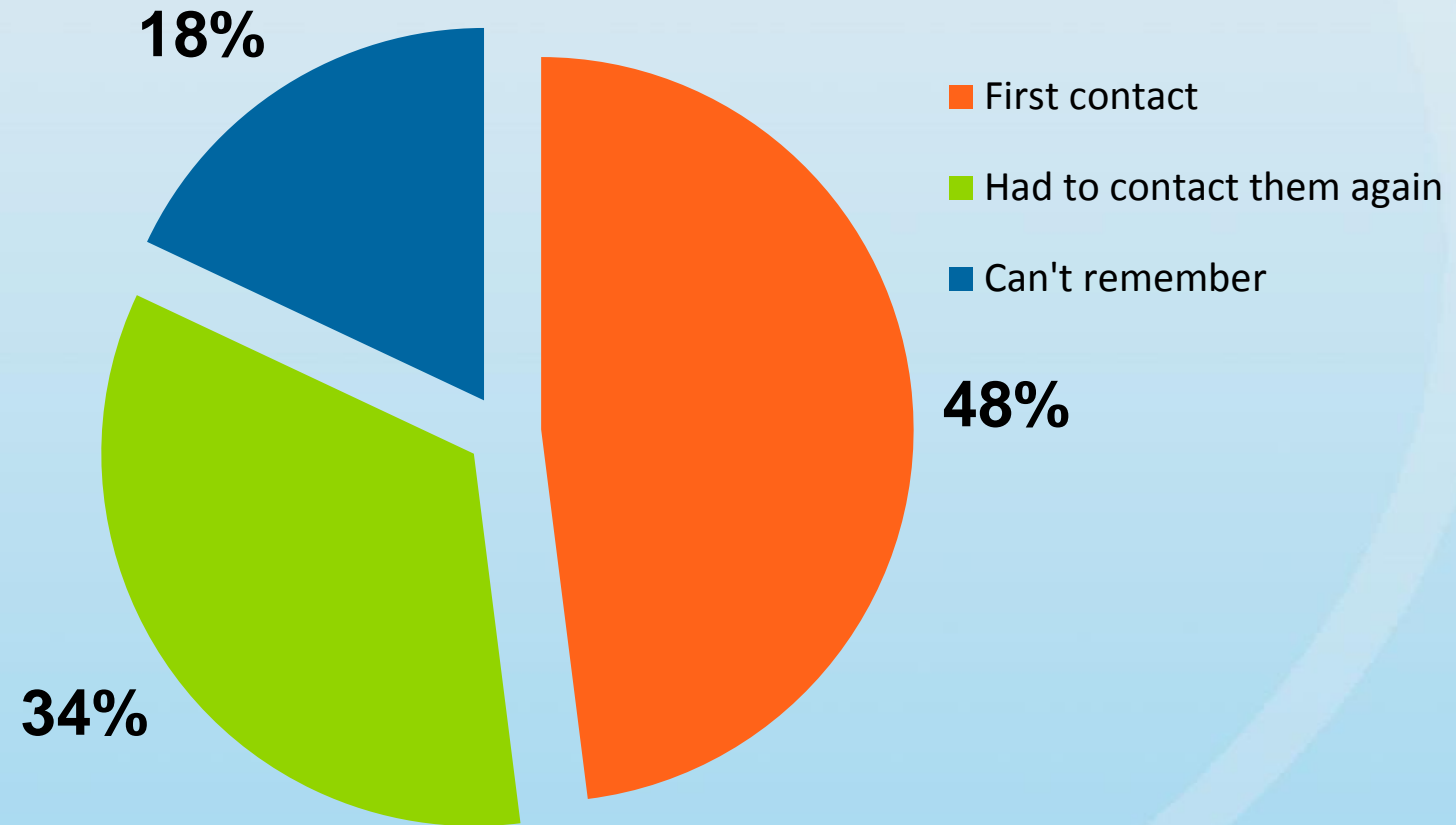
## Ease of Contact with City



**“The last time you were in contact with the City, how easy or difficult was it to find the right contact to respond to your request?”**



## Additional City Contact

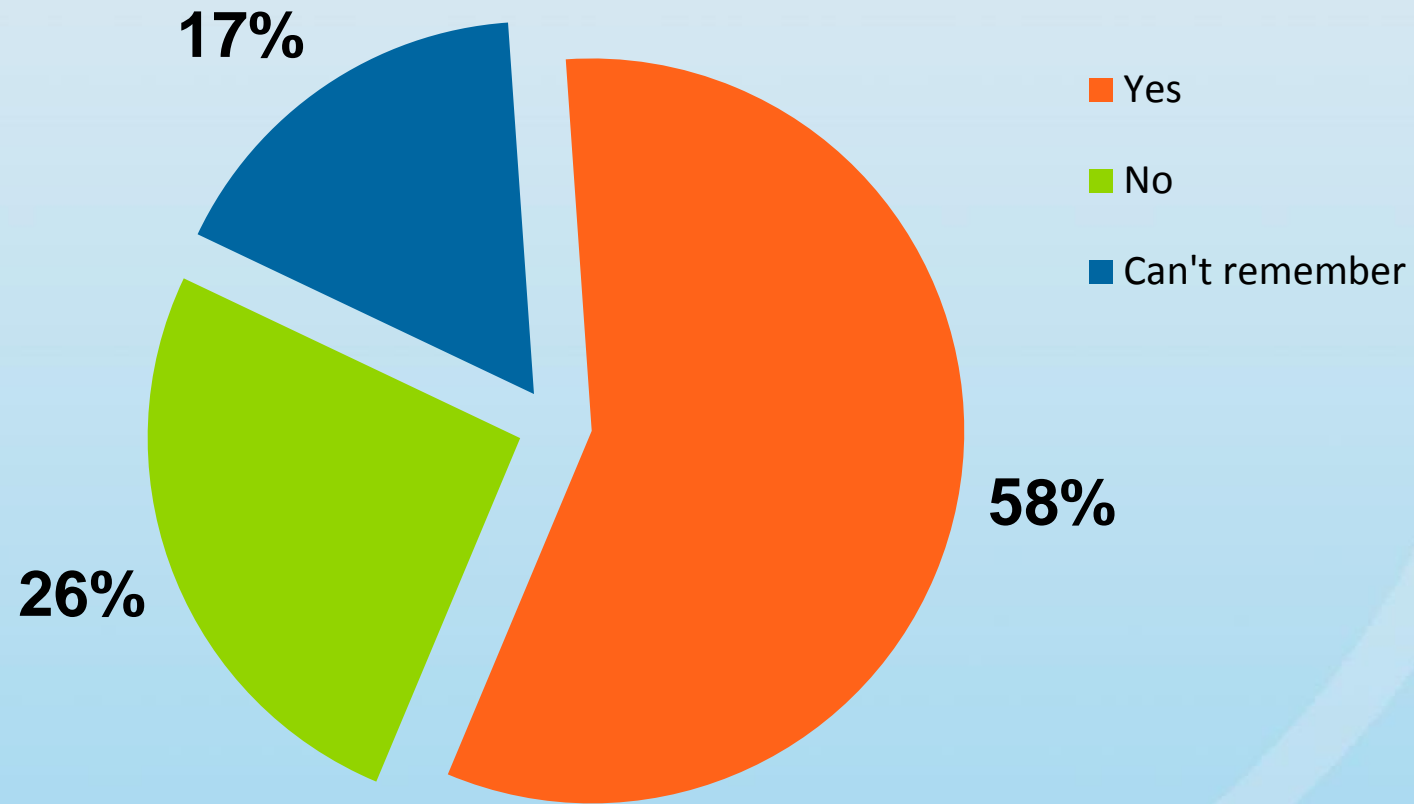


**“Was your request handled in the first contact, or did you have to contact the City again?”**





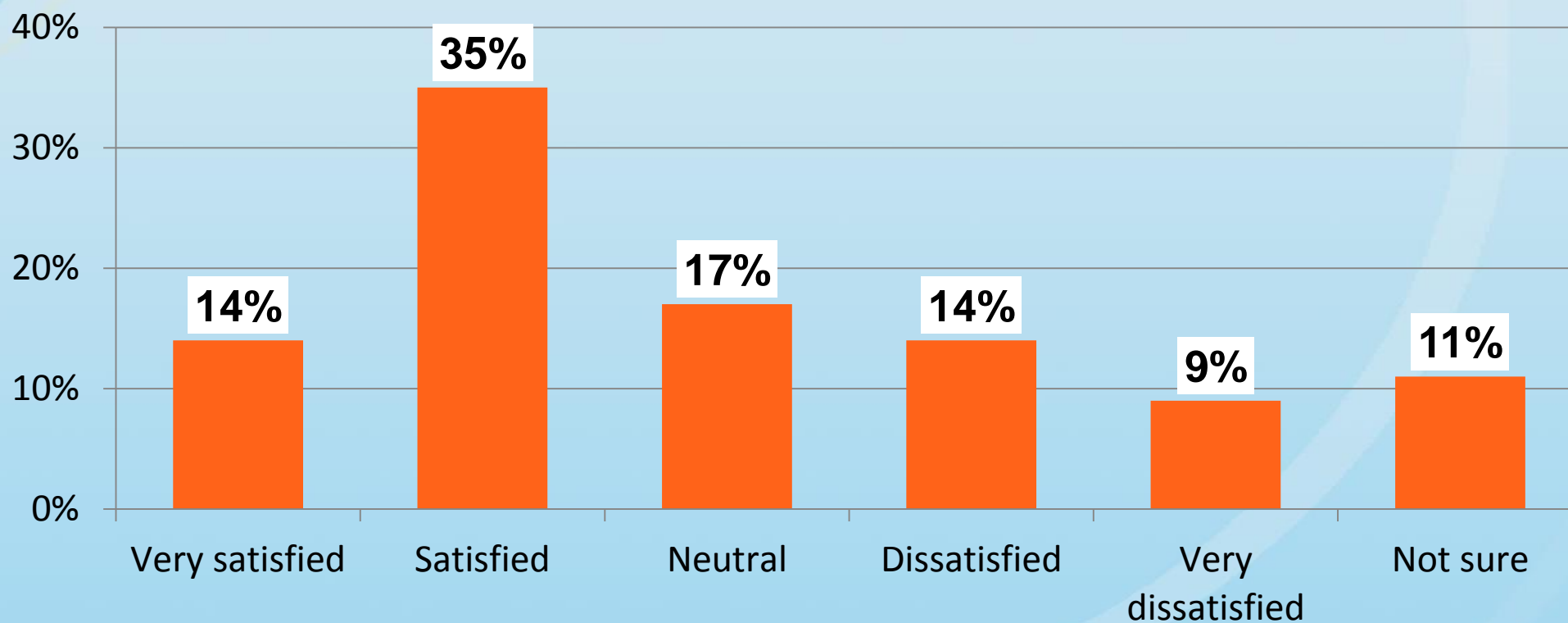
## Issue was Understood and Addressed Effectively



**“As a customer of the City of Dayton, did you feel that your issue was understood and that an appropriate effort was made to address it?”**



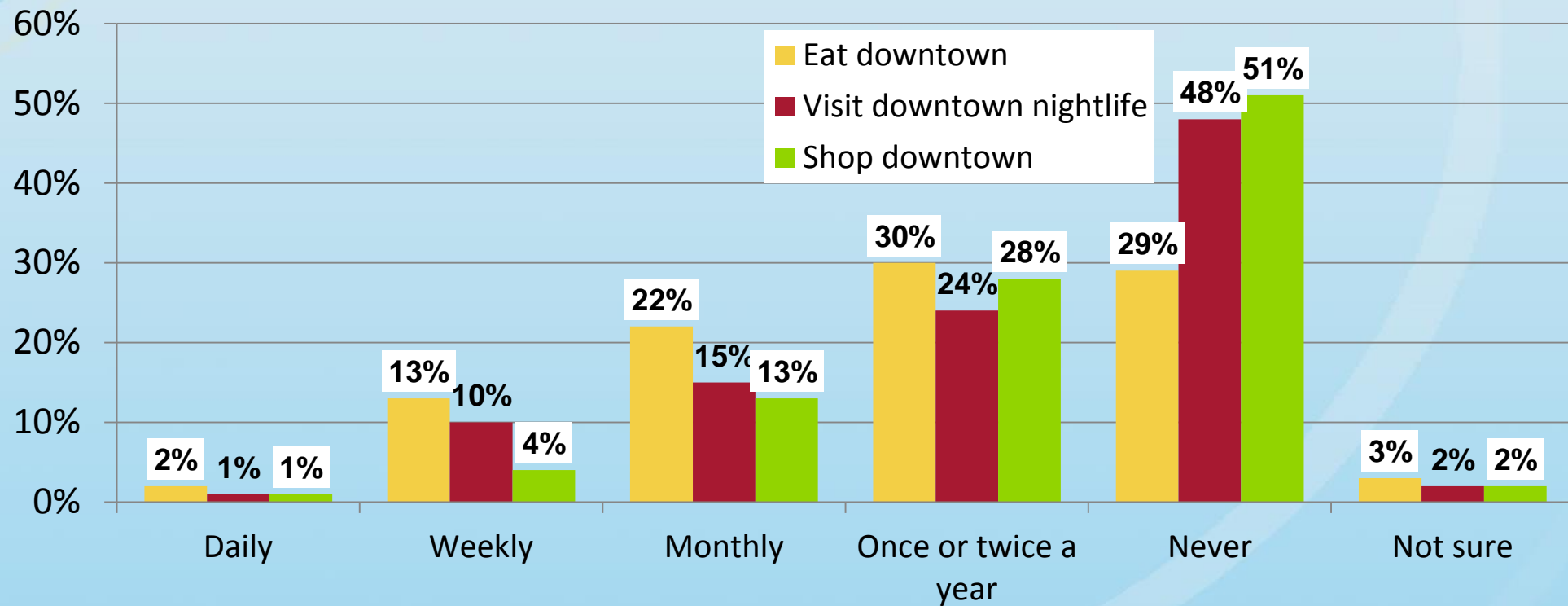
## Satisfaction with City's Handling of Issue



“Overall, how satisfied were you with the City’s handling of your issue?”



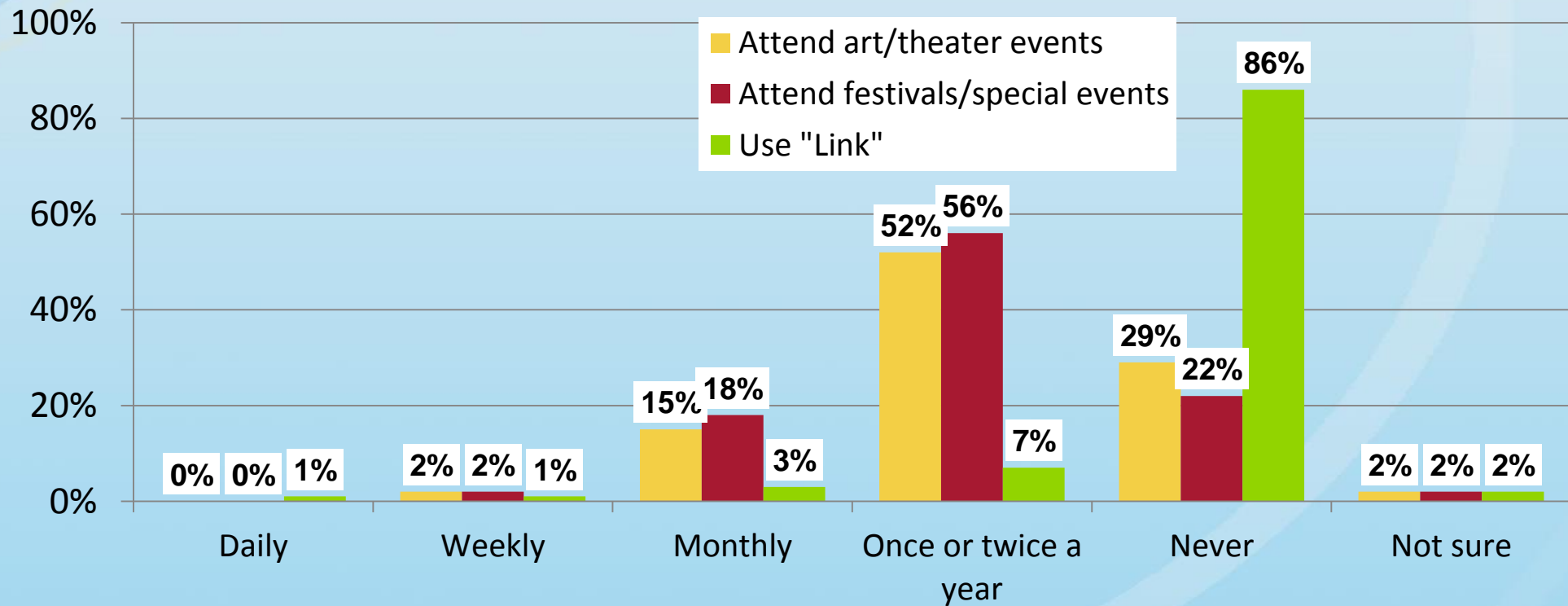
## Downtown Visitation and Usage



**“How frequently do you personally...?”**  
**“Eat lunch or dinner at downtown restaurants”**  
**“Visit downtown brewpubs, bars, or nightclubs”**  
**“Shop at downtown retailers”**



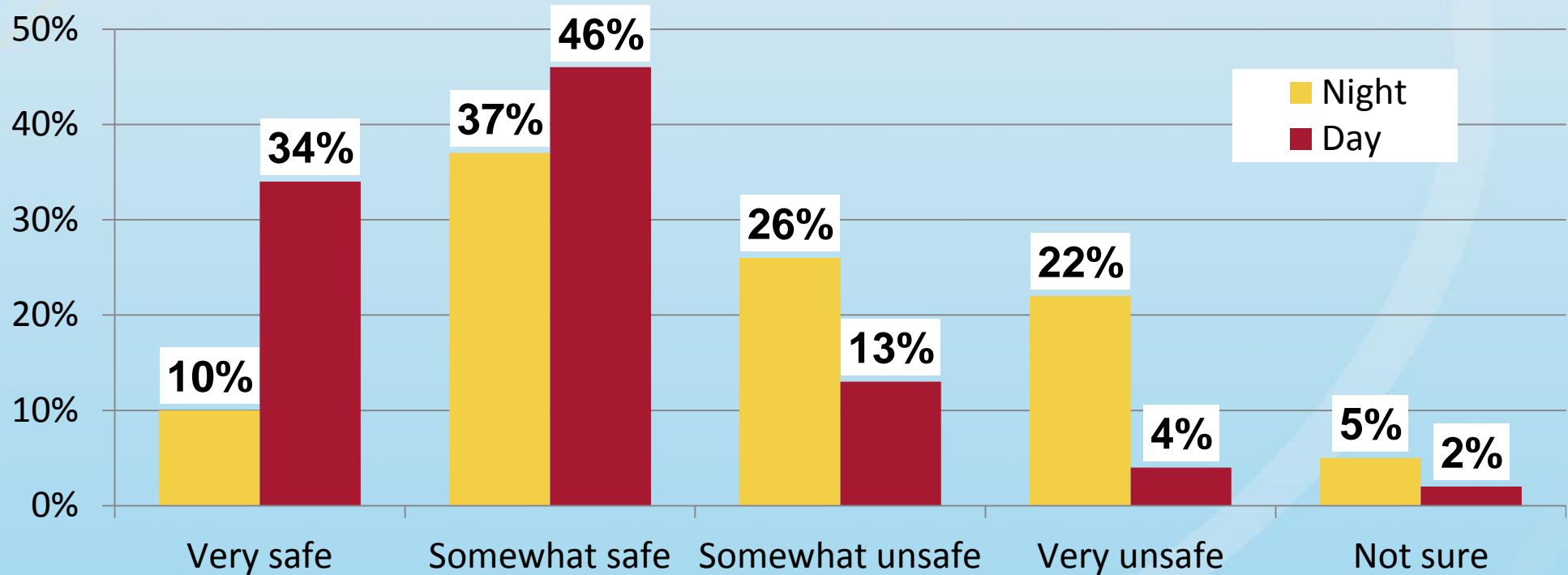
## Downtown Visitation and Usage



**"How frequently do you personally...?"**  
**"Attend downtown performing arts/theater events"**  
**"Attend downtown festivals and special events"**  
**"Use 'Link,' downtown's bike share program"**



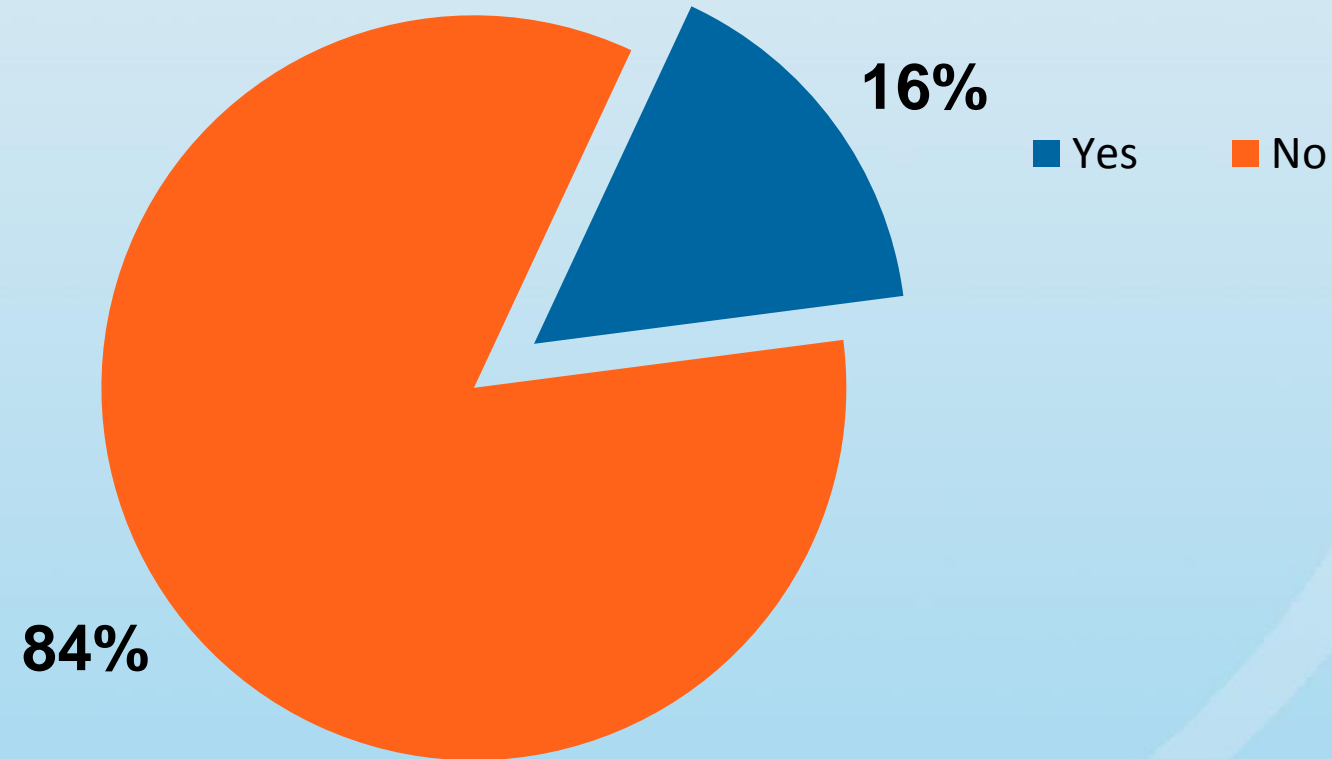
## Downtown Dayton Safety



“How safe would you feel in downtown Dayton during the day/night?”



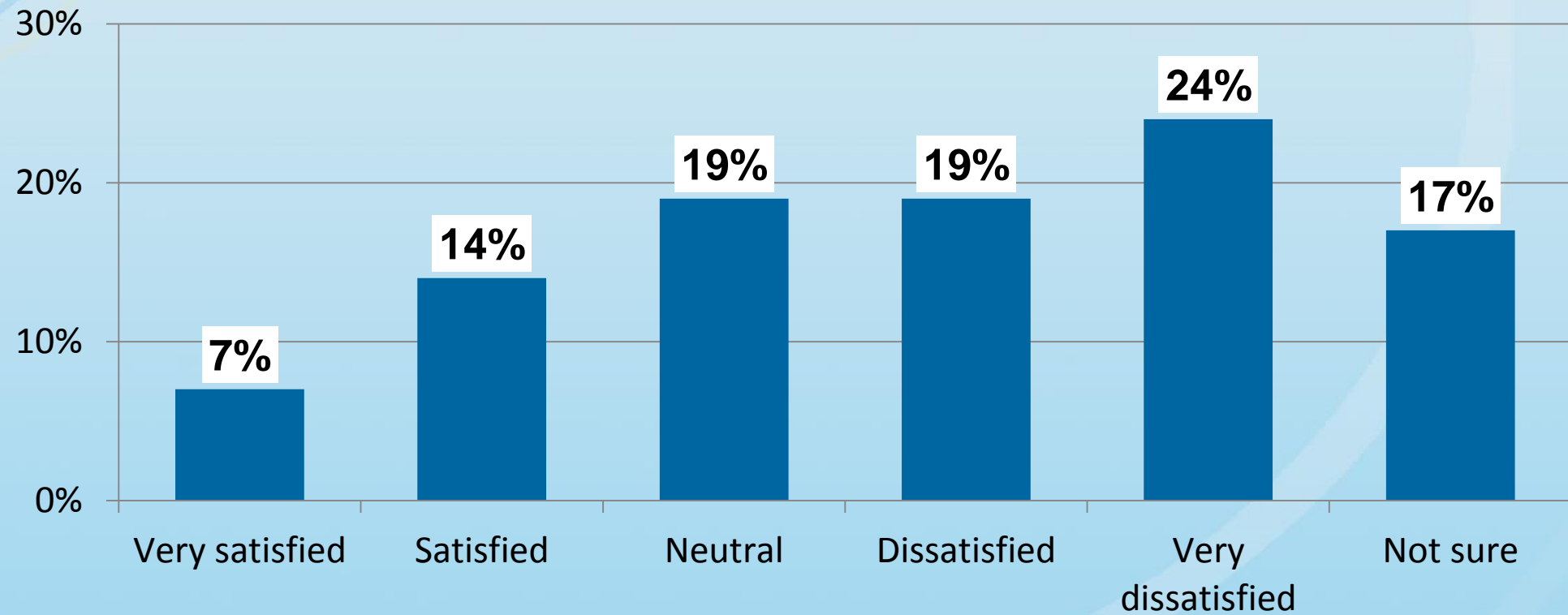
# Children in Dayton Public Schools



"Do you have children that attend Dayton Public Schools?"



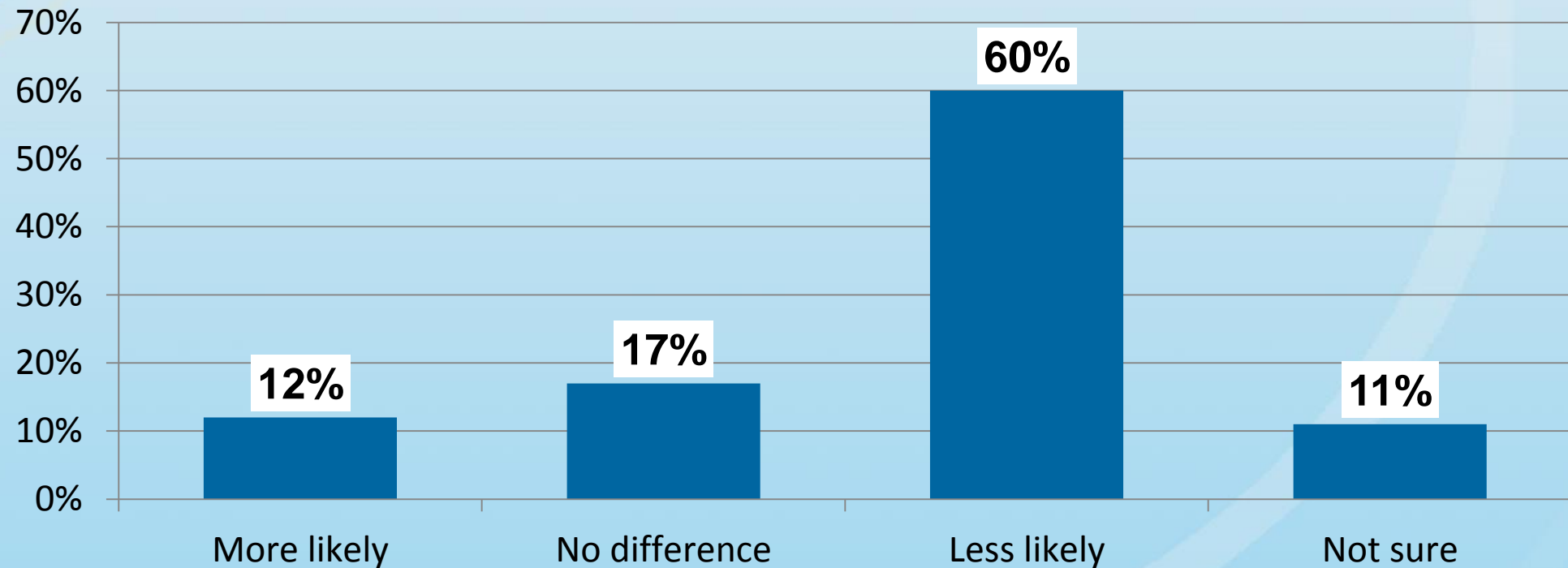
## Satisfaction with Dayton Public Schools



“How satisfied are you with Dayton Public Schools?”



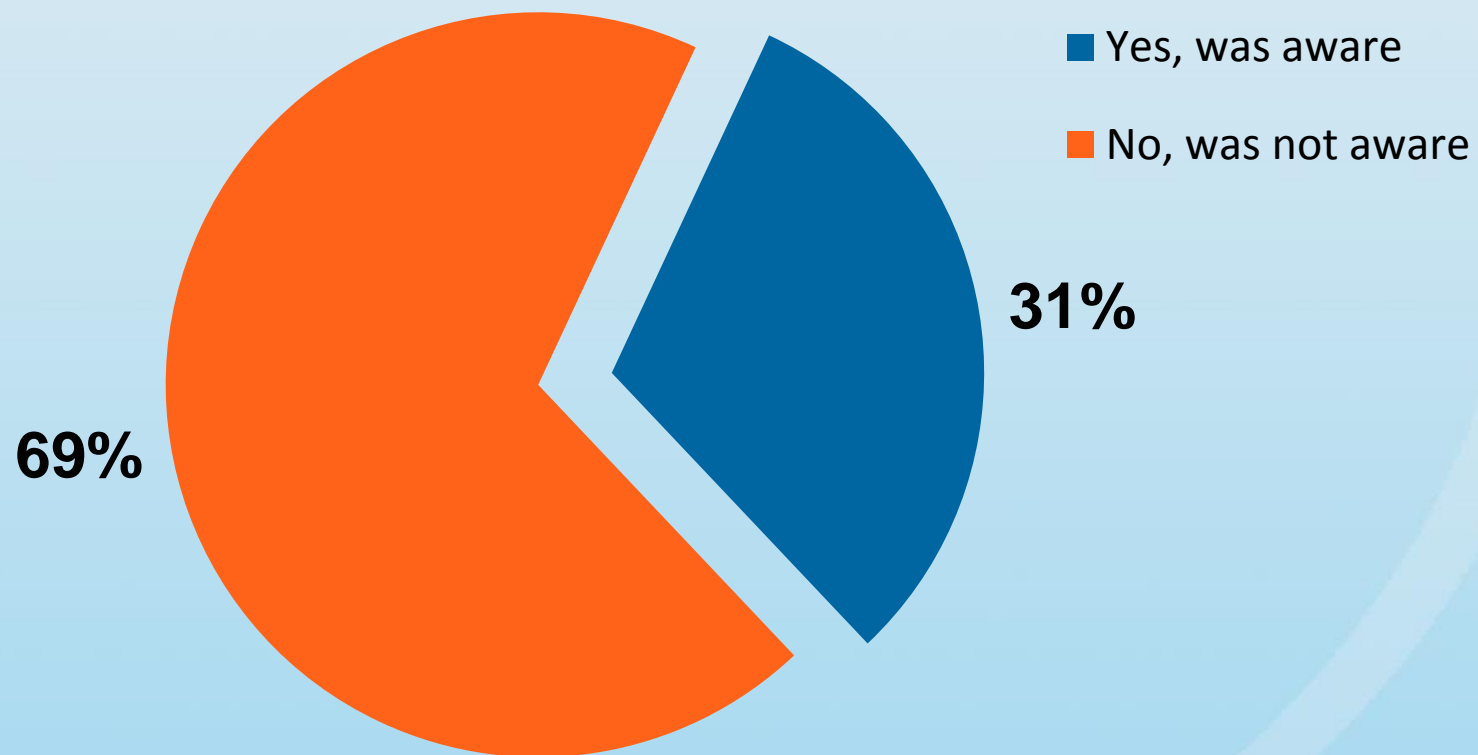
## Impact of Dayton Public Schools on Likelihood to Raise a Family in Dayton



**“Regardless of whether you are raising a family today, would the quality of Dayton Public Schools make you more likely or less likely to raise your family in the City of Dayton, or would it make no difference either way?”**

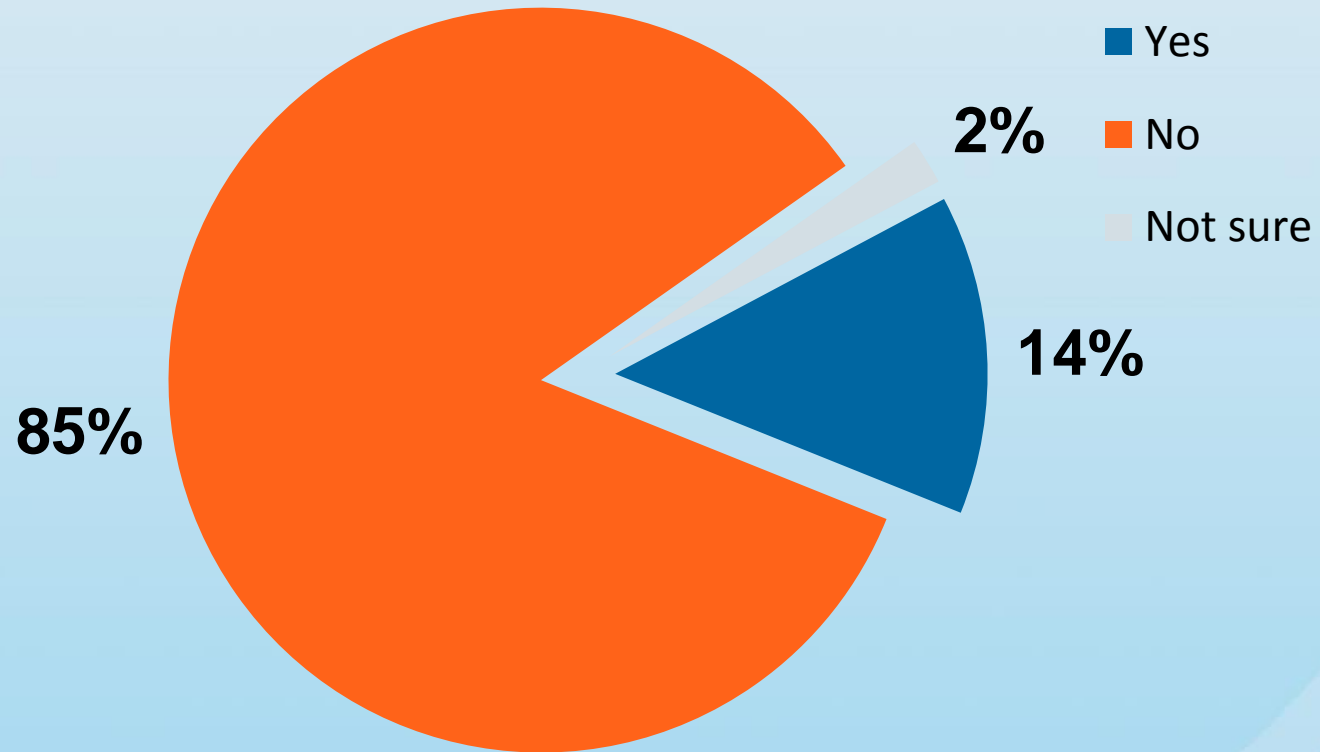


## Awareness of Free Smoke and Carbon Monoxide Detectors



“Were you aware that the Fire Department provides a free smoke and carbon monoxide detector to each household in the City that wants one?”

## Use of Paramedic Services



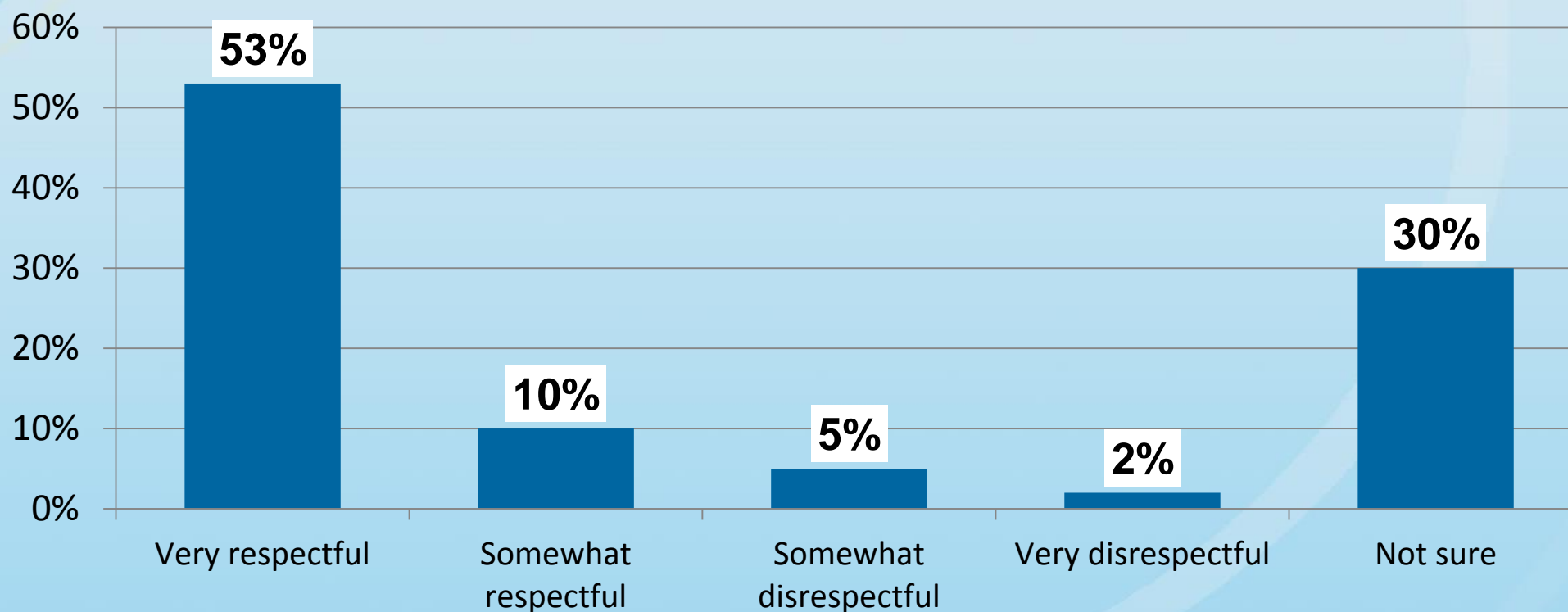
**“In the past 12 months, has anyone in your household used any paramedic services?”**







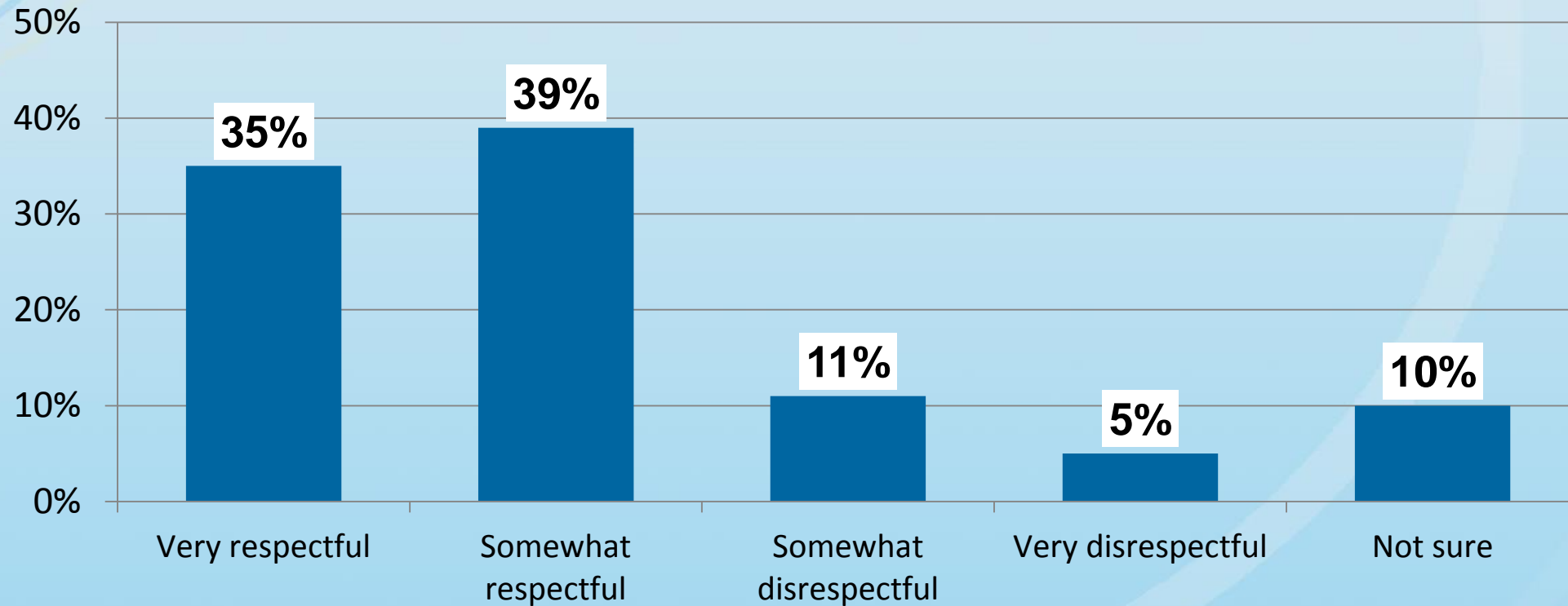
## Respect Shown by Paramedics



**“Thinking back to any experiences you had with the City’s paramedics, were the paramedics very respectful, somewhat respectful, somewhat disrespectful, or very disrespectful?”**



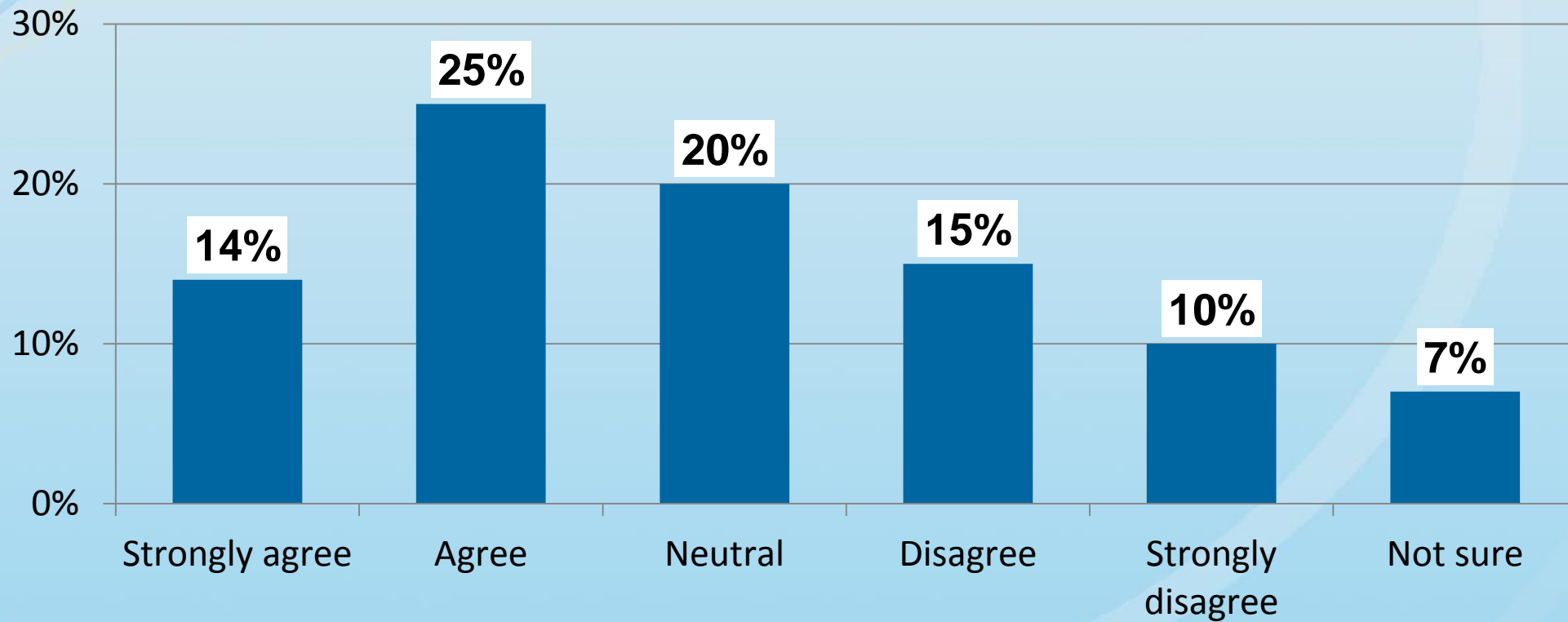
## Respect Shown by Police



**“In your opinion, would you say that Dayton police officers are generally very respectful, somewhat respectful, somewhat disrespectful, or very disrespectful in their dealings with people?”**



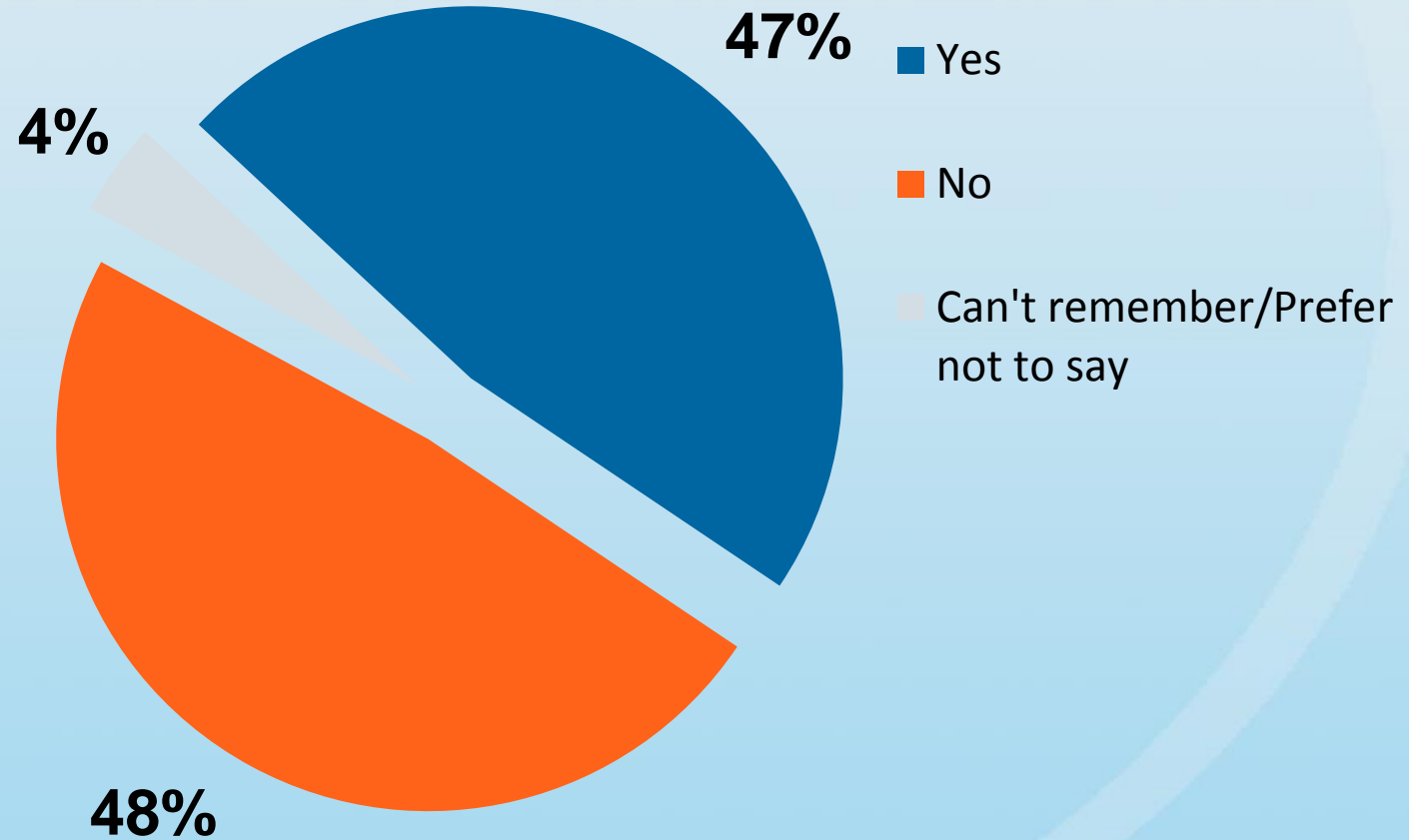
## Dayton Police Enforce Laws Consistently Regardless of Race or Ethnicity



“Do you agree or disagree with this statement? Dayton police officers enforce laws consistently regardless of someone’s race or ethnicity. ”



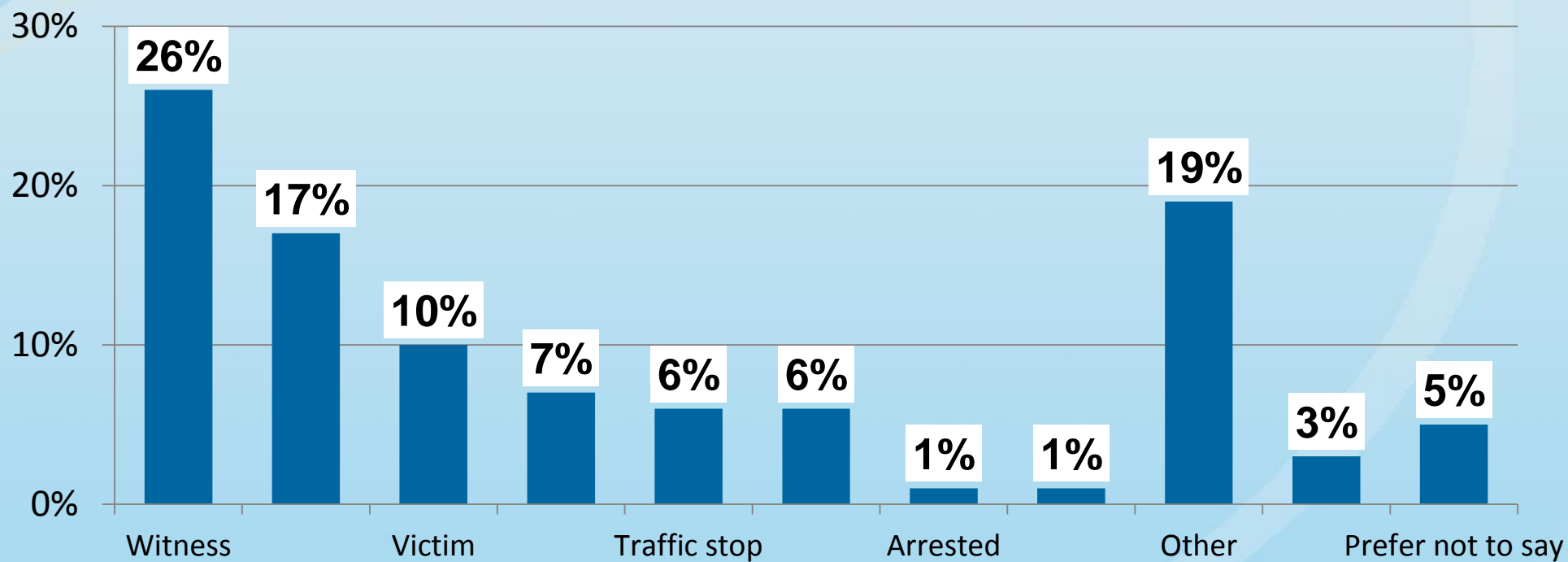
## Police Contact



"Have you or anyone in your household had contact with any Dayton police officer for any reason in the last 12 months?"



## Nature of Police Contact

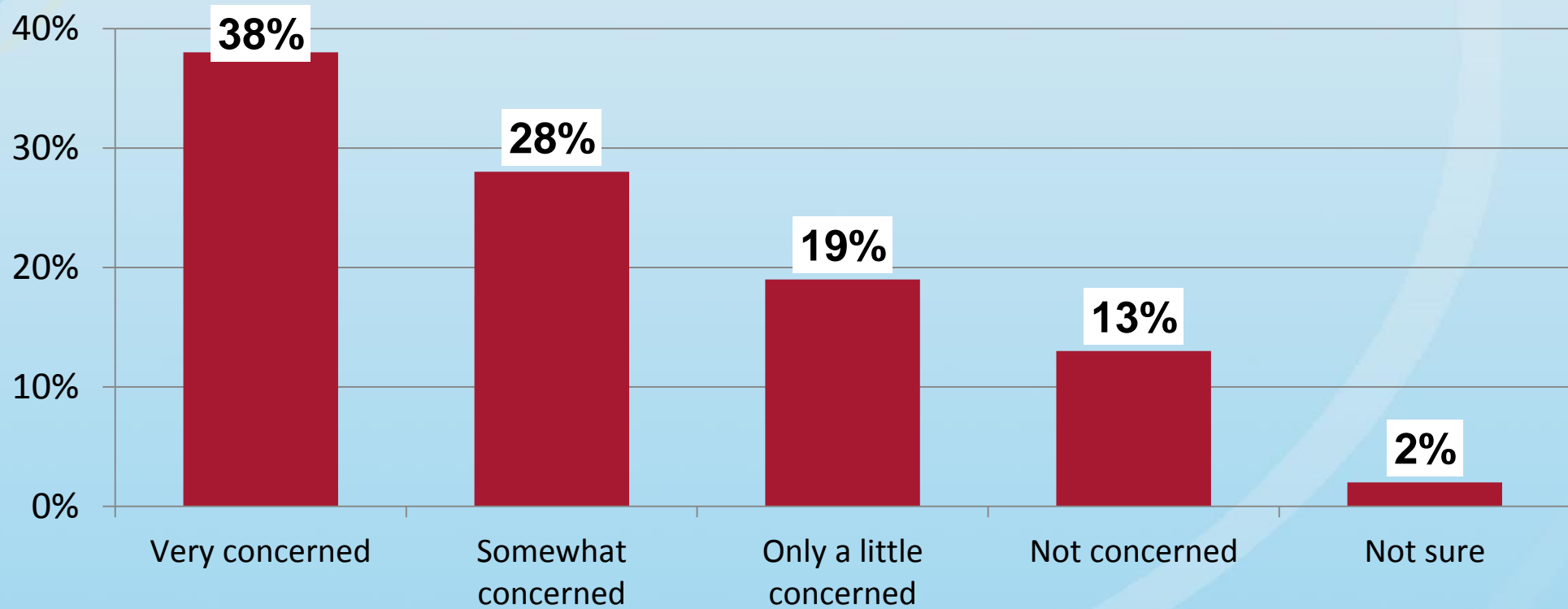


“What was the nature of the most recent contact? Choose the one response that best describes it.”





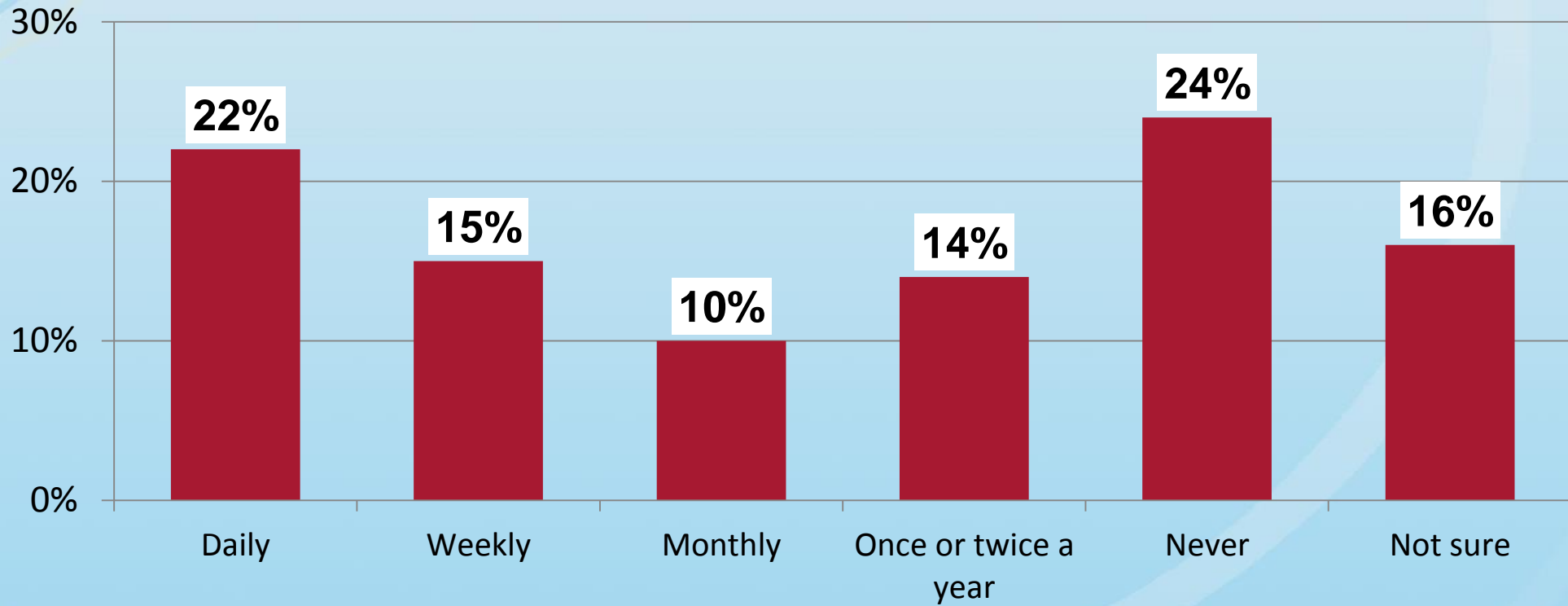
## Concern over Gun Violence



“How concerned are you about the possibility of gun violence in your neighborhood?”



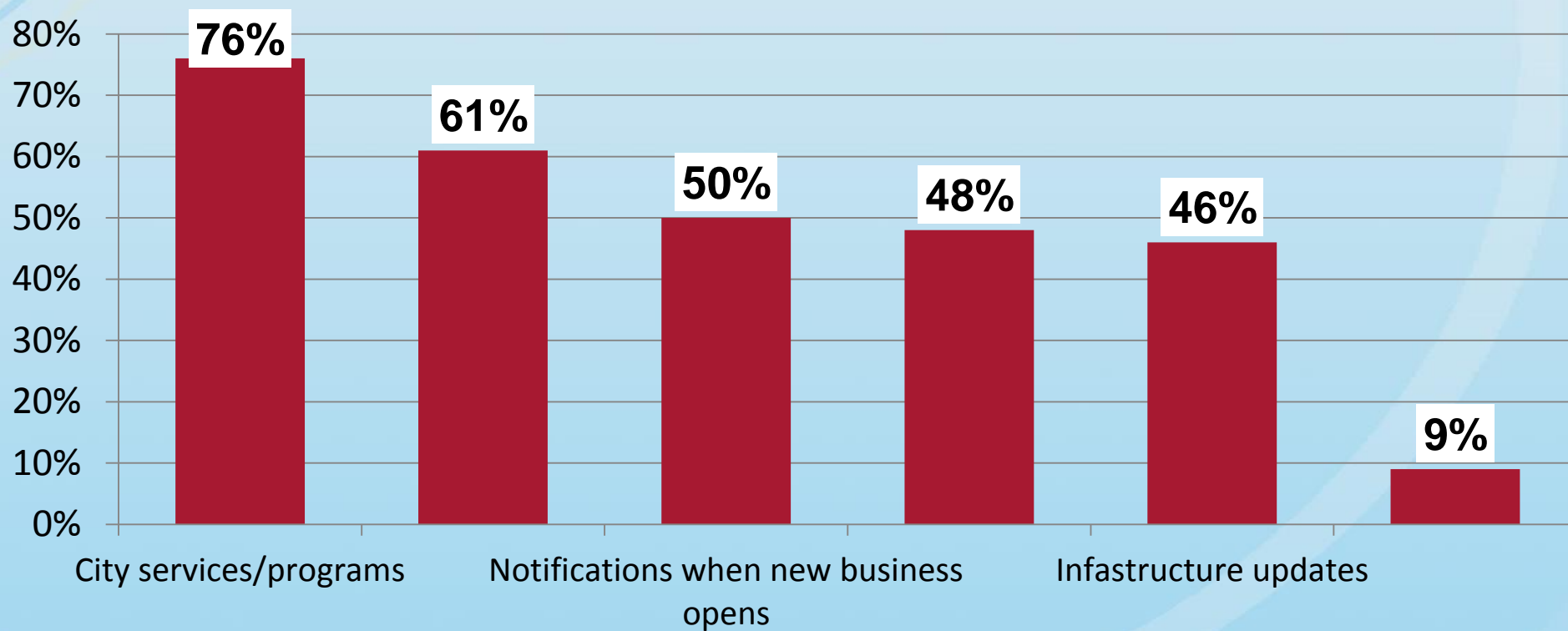
## Frequency of Drug Dealing in own Neighborhood



**“In your neighborhood, how often do you see drug transactions, or activities that appear to be drug dealing?”**



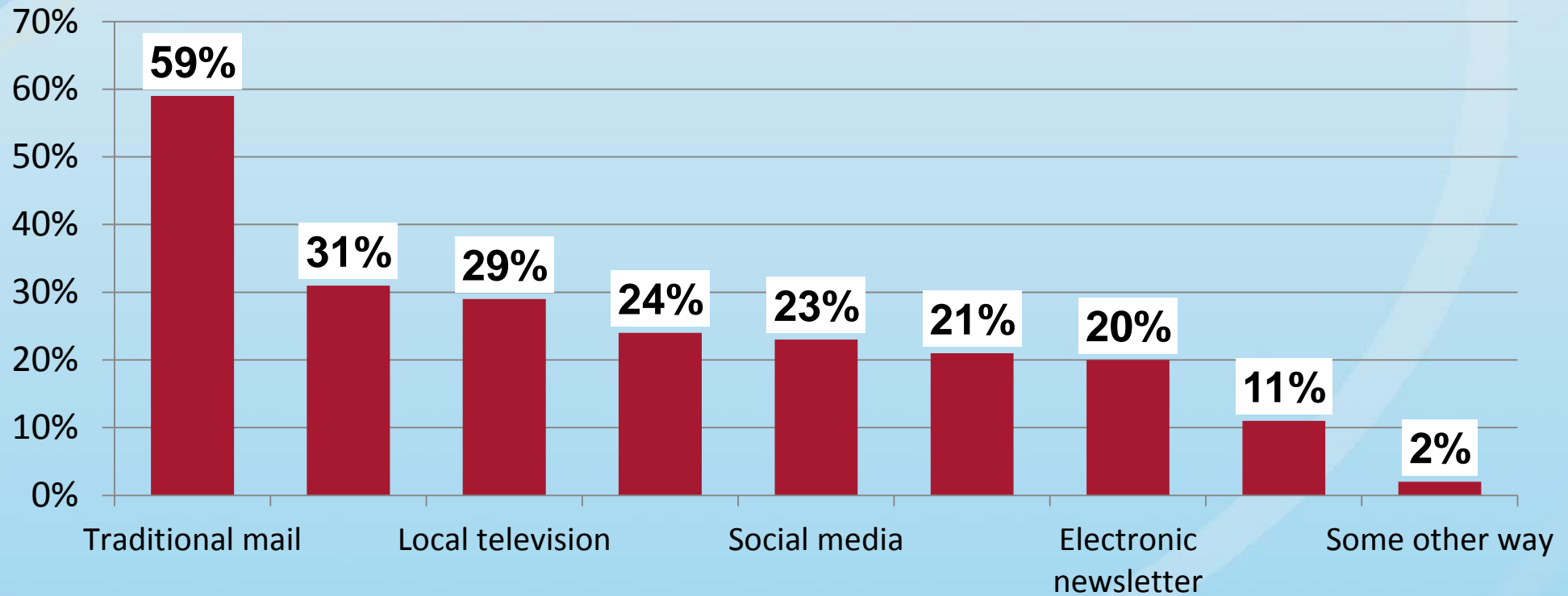
## Type of Information from City



“What type of information do you want to receive from the City of Dayton? Mark any that apply.”



## Method of Receiving Information from City



“How do you want to receive information from the City of Dayton? Mark any that apply.”



# Conclusions